

## Saint Michael's College Job Description

**Job Title:** Assistant Director of Athletic Communications

**Department:** Athletics

**Supervisor or Manager's Title:** Director of Athletic Communications

**Date Created:** 7/5/23

**Last Revised:** 7/5/23

***Our Mission:*** It is the mission of Saint Michael's College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

### **Major Objectives:**

- Promotes the accomplishments and stories of Saint Michael's College student-athletes through various platforms, including social media, SMCathletics.com, and NE10 NOW broadcasts
- Increases awareness of Saint Michael's College Athletics, resulting in more interest in our student-athletes' stories among prospective students, community members, media, and our alumni base

### **Essential Duties and Responsibilities:**

- Conceptualizes and produces creative, original video feature stories, segments, and highlight reels, with the College's new Media Creation Studio also at the Department of Athletic Communications' disposal
- Designs original graphics and promotional posters for use on social media and in the Saint Michael's Community
- Maintains digital gameday programs
- Pitches and collaborates with the Director of Athletic Communications to generate story ideas
- Helps manage social media accounts, particularly Instagram
- Trains and manages student employees
- Supports other classic Athletic Communications duties, such as working as part of a team to maintain official statistics at sporting events through Stat Crew and NCAA Live Stats software, composing press releases, and performing media relations duties
- Participates in departmental and campus-wide learning opportunities to further develop awareness, skills, and knowledge in supporting and fostering inclusion and belonging for students and colleagues
- Sees the value of cultural, ethnic, gender, and other individual differences in people. Helps to create an environment of learning about, valuing, encouraging, and supporting differences

### **Secondary Responsibilities:**

- Learns new skills and/or provides additional support as statistician and writer
- Manages/trains student employees as members of statistics team

### **Positions Supervised:**

- Student employees (4-6)

### **Major Contacts:**

- Director of Athletics
- Associate Directors of Athletics
- Varsity sport head and assistant coaches (25+)
- Student-athlete population (475+)
- Director of Media Creation Studio
- Northeast-10 Conference/EISA/NEWHA colleagues

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**Demonstrates Excellence:**

- Displays interest in learning/cultivating student-athlete stories
- Engages with students and constituents with a high level of inclusivity, equity, and sensitivity
- Displays a commitment to continuous growth and development in supporting students with historically excluded, underrepresented, and minoritized identities
- Takes pride in producing professional projects
- Manages multiple tasks successfully
- Meets self-imposed and supervisor-assigned deadlines
- Collaborates well with supervisor, co-workers, and students alike

**Education and Work Experience:**

- Bachelor's Degree or equivalent combination of education and experience
- Professional work experience in visual media, Athletic Communications or a related field is desired; college work experience will also be considered

**Knowledge, Skills and Abilities:**

- Outstanding planning and organizational skills
- Capable visual storyteller
- Creative problem solver
- Ability to quickly learn new software systems
- Ability to multi-task as well as work independently and collaboratively
- Willingness to learn new skills, both under the umbrella of visual media and within Athletic Communications

**Language and Literacy Skills:**

- Ability to read and interpret instructions
- Teaches skills to others when necessary
- Speaks and interacts clearly and professionally with peers as well as students

**Computer/Technology Skills:**

- Familiarity with Microsoft Office products
- Proficient skills in Adobe Photoshop and Premiere Pro programs
- Familiarity with Stat Crew and/or NCAA Live Stats statistical packages desired

**Licenses, Certifications and Other Requirements:**

- Must meet driver's eligibility requirements as stated in the Saint Michael's College *Vehicle Use Policy*
- CPR Certification preferred

**Physical Demands:**

Work is often performed in a typical office environment requiring:

- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range

While performing the duties of the Assistant Director of Athletic Communications, the employee is occasionally required to lift and/or move up to 10 pounds.

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The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

**Additional Requirements for the Job:**

- As is typical in the Athletic Communications field, will be required to work many evenings and weekends during the academic year

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.