Docusign Envelope ID: 066F2044-60C1-81B8-8185-4396A2410D6B

Clark Atlanta University
Job Description

Position Title:	**The Director of Athletic Communication**
Employee:	
Department:	**Athletics**
Reports To:	**Athletic Director**

The following statements are intended to describe the general nature and level of work to be performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

General Function (Description):

The Director of Athletic Communication (DAC) is responsible for the critical development, coordination and implementation of athletic media and marketing plans for the College's sports programs. The DAC serves as the primary institutional representative to the media for athletic activities. Plans, organizes, and coordinates related media relations activities; writes and distributes materials such as newsletters, brochures, and reports to various outlets.

Examples of Duties and Responsibilities:

1. Primary contact/liaison between the College's coaches/student-athletes and the media for media requests, such as player/coach interviews, photos, game coverage, broadcast lines, feature story information, etc. This will also include pitching story ideas to local and national media, the NCAA and various coaches' organizations.

2. Manages the College's Athletics website, Facebook page, Twitter account and coordinates the coaches' administration of their respective sport's Social Media pages in cooperation with the Director of Digital Media.

3. Oversee the compilation of official statistics for all sports. Includes the statistical staffing of all home football, Track/XCC, Golf, volleyball, basketball, softball and baseball competitions. May include some assistance with Homecoming events & all other assigned by the Athletic Director.

4. Provide game results, stats and play-by-play information to media outlets, NCAA, conference SIDs and opponent schools as soon after each contest as possible.

5. Compile and update statistics and records for each game, season and career (team, individual, coaches) and maintain record books for all varsity sports offered at CAU.

6. Provide coaches with weekly statistical report.

7. Enter statistics for all games/meets, home and away, into computer database.

Docusign Envelope ID: 066F2044-60C1-81B8-8185-4396A2410D6B

8. Update Website and appropriate Social Media pages immediately following the conclusion of all home and away sporting events.

9. Conducts limited photography, including but not limited to: annual preseason headshots and team photos and game action, while managing all photographers. Contracts with professional photographers/videographer for game action, feature and other photography as needed.

10.Hire, train, assign and supervise student-workers/GA's for each home event.
All other assigned duties by the Athletic Director. Also work with gameday operational staff including CAU & Scorers Table.

11.Coordinates live stream of sporting events: secure camera operators and air talent, and is the main contain for the live stream provider.

12.Screens, approves and monitors each team's warmup/walkup music, etc.

13.Maintain current season information for each sport's Web page, including season previews, team photos, game summaries, rosters, statistics, etc.

14.Writes sports news releases, design custom graphics for media/gameday productions.

15.Nominate student-athletes/coaches for SIAC Conference, Performer of the Week and other national awards such as Academic All-American, NCAA National awards.

16.Design game programs for football, volleyball, basketball and other sports as requested, including occasional conference Championship Tournaments when the host institution.

17.Design and produce "Game Day" graphics roster/stats programs for all sports.

18.Research records for Hall of Fame nominees and record books and serve as exofacial member of the Hall of Fame Committee.

19.Attend annual SIAC/NCAA Sports Information Directors meeting.

20.Maintain computer updates for statistical all software. Maintain all equipment and orders including HUDL Focus for Livestream.

21. Perform preseason tests on scoreboards/sound systems/video board/Instant replay system for and outdoor track, football, baseball/softball and tennis to insure all systems are functioning for the upcoming seasons.

22. Ensure that all video productions are up to standards of SIAC/NCAA for streaming and livestream.

23. Aid in all gameday setups.

Docusign Envelope ID: 066F2044-60C1-81B8-8185-4396A2410D6B

Knowledge, Skills and Abilities

1. Bachelor's degree with minimum coursework equivalency of associate's degree in journalism, media, newspaper, broadcasting, or related field. Professional experience in sports information, sports journalism or sports broadcasting preferred.

2. Excellent interpersonal, writing, and speaking skills. Must be able to write using journalistic and public relations style. Must have excellent editing and proofreading skills.

3. Computer skills: proficiency in the use of Adobe Photoshop and InDesign, and desktop publishing experience, including a critical eye for good layout and design. Experience in Web design is a plus. Experience with statistical software such as NCAA Stats, Sidearm Live Stats, Stat crew and Genius is desirable.

4. Basic knowledge of a variety of sports, their playing rules and statistical requirements.

5. Basic photography skills. Experience using video and audiovisual equipment and editing software is desirable.

6. This position requires frequent evening and weekend work, and occasional travel.

7. A strong work ethic, attentiveness to detail and the ability to multitask.

8. Familiarity with, and appreciation for, the role of the small liberal arts college is essential. Ability to maintain good relationships with professional colleagues, alumni, faculty, staff, students and donors is required.

9. Proven ability to successfully design a program, manage multiple tasks, and to lead and motivate others relative to responsibilities critical to institutional success.

10. Ability to manage program operations while maintaining compliance with institutional, conference, and NCAA policies.

Minimum Hiring Standards

Education	• Bachelor's degree required with minimum coursework equivalency in journalism, media, newspaper, broadcasting, or related field. Professional experience in sports information, sports journalism or sports broadcasting preferred.
Years of Experience Required	**At least 3-5 years.**
Years of Management/Supervisor Experience	**3 years preferred**

Docusign Envelope ID: 066F2044-60C1-81B8-8185-4396A2410D6B

Employee	Date
Manager/Supervisor	Date
Human Resources	Date