

## Assistant Athletics Director of Media Relations

### PURPOSE OF THE JOB

This description may not include all of the duties, knowledge, skills or abilities associated with this position.

The Assistant Athletic Director of Media Relations is responsible for assisting with the overall management of the intercollegiate athletics program including the quality and integrity of the athletic programs; academic achievement; management of fiscal and human resources; program promotion and advancement; and the development, operation of athletic facilities. Responsible for assisting in promoting and publicizing all aspects of the Lincoln University intercollegiate athletic program. Performs related duties as required or deemed appropriate to the planning, directing and evaluation of the sports information program.

### ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

(What duties are required for the position to exist? Estimate the percentage of time spent in each.)

- 20% Prepare the layout and content of printed materials for the athletic department (media guides, brochures, game programs, schedule cards, etc.); regular contact with print, TV and radio media and writing releases (general information, game notes, athlete/coaches honors, updates, ranking etc.)
- 20% Assist in organizing and planning special events such as press conferences, press releases, luncheons, conferences, dedications and open houses as they relate to the intercollegiate athletic department, assist as required in special athletic department projects.
- 10% Establishing and maintaining Nurturing Collegial Relationships- Internally and Externally between athletic staff, student, staff, faculty and community.
- 10% Ensure that the Lincoln University athletic programs are in NCAA/Conference Compliance
- 10% Commitment to Gender Equity and Diversity
- 10% Plan and direct activities such as Fundraising
- 5% Direct and coordinate activities that support the Student Athlete Experience program
- 5% Establish work schedules and assign work to Athletic Staff
- 5% Recruitment of Student Athletes
- 5% Evaluate new and existing programming to assess suitability and the need for changes, using information such as audience feedback.

### OTHER DUTIES AND RESPONSIBILITIES

(Responsibilities/important duties performed occasionally or in addition to the essential duties of the position.)

The Assistant Athletic Director of Media Relations serves on several University Standing Committees as directed by the Athletic Director.

### SUPERVISORY RESPONSIBILITIES

(Provide the number and type of employees supervised, level of authority to hire and make recommendations to fire.)

The Assistant Athletic Director of Media Relations will oversee work study students in the Department of Athletics.

### KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

(Indicate which are required, preferred, or desirable. Include licenses and certifications.)

Strong written and verbal communication skills;  
Proficient working knowledge of Microsoft Office Suite;  
Demonstrated commitment to academic excellence;  
Knowledge and understanding of the application of NCAA Bylaw's as they pertain to the eligibility of student-athletes and the athletic programs.

## **EDUCATION AND EXPERIENCE**

(Indicate which are required, preferred, or desired.)

Bachelors Degree, required:

a minimum of three years of progressively responsible professional experience as an athletic administrator in intercollegiate athletics.

## **FISCAL RESPONSIBILITY**

(Budgeting responsibilities, approval privileges on purchase orders and check requests, reporting and auditing functions).

The Assistant Athletic Director of Media Relations assists the Budget.

## **EXTENT OF PUBLIC CONTACT**

(Within and outside the University)

The Assistant Athletic Director of Media Relations is also responsible for actively promoting the University and fundraising for the athletics programs and establishing and nurturing collegial relationships with both internal and external constituents.

## **PHYSICAL DEMANDS**

(Walking, lifting, equipment, operation, etc.)

1. Ability to sit at a workstation for extended periods
2. Occasional ability to lift, carry, and put away parcels weighing up to 25 pounds
3. Normal physical mobility, which includes movement from place to place on the job taking distance and speed into account
4. Normal physical agility, which includes ability to maneuver body while in place
5. Normal physical strength to handle routine office materials and tools
6. Normal dexterity of hands and fingers; Normal endurance
7. Normal coordination, including eye-hand, hand-foot

## **WORKING CONDITIONS AND ENVIRONMENT**

(Necessary traveling, unusual work hours, unusual environmental conditions, etc.)

Normal 40 hours work week (8 am – 5 pm during regular class sessions; 7:30 am – 6 pm during summer work hours).

The work environment involves everyday risks or discomforts which requires normal safety precautions typical of such places as offices, meeting and training rooms.

Overtime work may be required on occasions, dependent on workload and work objectives.

Travel on occasion may be required as it relates to position's responsibilities;

### ***LINCOLN UNIVERSITY is an Equal Opportunity Employer***

*The functions, qualifications, knowledge/skills, and physical requirements listed in this job description represent the essential duties of the job, which the incumbent must be able to perform either with or without reasonable accommodation. The Job Functions listed do not necessarily include all activities that the individual may perform and, should not be considered an all-inclusive listing of the job requirements.*