



**Amherst College
Office of Human Resources**

**JOB
DESCRIPTION**

Title: Director of Athletics
Communications

Department: Communications Reports to title: Director of Media
Communications

Full Time: X Part Time: _____ Date Prepared: February 3,
2020

Job Group and Level PT-4

Regular Daily Work Schedule: _____ to Pay Type: Weekly ___ Monthly ___ Months Per
Year: _____ Hours Per Week: _

(Summer Months) Months Per Year: _____ Hours Per Week:

1. Summary of Position:

The Director of Athletics Communications is responsible for promoting and celebrating the excellence of Amherst's storied athletics program and the accomplishments of the College's diverse and talented student athletes. Supervising a full-time Assistant Director of Athletics Communications and two part-time interns and student workers, the Director manages the compilation and distribution of information and news about Amherst Athletics, and serves as a liaison between the media and the general public for Amherst student athletes and Athletics personnel. The Director reports to the Director of Media Communications of the College's Office of Communications team, and represents and advocates for Athletics in discussions of overall institutional communications strategy. In addition, the Director cultivates and maintains strong collaborative relationships across campus, particularly with the members of the Athletics staff. Some travel is required, as is a valid driver's license.

The Director of Athletics Communication's schedule varies throughout the year, as it corresponds with each season and will require flexibility to work nights, weekends, and some holidays as the season requires.

The Director takes appropriate actions to support a diverse workforce and participates in the College's efforts to create a respectful, inclusive, and welcoming work environment.

2. Principal Duties and Responsibilities:

45% - Content creation and distribution

- Writes, designs, prints and/or posts previews, home game programs, post-game recaps, graphics, video and photography for the Athletics website and social media channels, which include Facebook, Instagram, Twitter and YouTube pages, as well as the NCAA Tournament Tumblr blog
- Pitches and writes occasional press releases and articles for *Amherst* magazine
- Contributes photos to the sports galleries on the College's Flickr account and helps schedule photo/video assignments for Communications photographers, videographers or outside vendors/freelancers
- Maintains photographs, statistics, rosters, schedules, results, historical records, archives and bios for each member of Amherst's 27 varsity teams
- Helps run webcasts and tracks live statistics
- Manages the relationship with website vendor Sidearm Sports
- Works closely with the NESCAC and NCAA to submit statistics

30% - Events

- Works as the official statistician and press box/table manager for all applicable home athletics events
- Hires, trains, supervises and schedules student workers who help distribute programs, play music and/or help with the public address, scoreboard operation and tracking of official NCAA statistics at home games
- Serves on the Games Committee during NESCAC and NCAA championship events
- Manages post-game interviews with coaches and student-athletes when applicable
- Helps organize team banquets and special awards presentations

20% - Media and external relations

- Informs local and national media of upcoming athletics events
- Pitches feature story ideas to local and national media
- E-mails game recaps, box scores, press releases and feature stories to all local media immediately following contests
- Contacts student-athletes' local newspapers when outstanding athletic/academic achievements occur
- Responds to general media queries and requests as well as coordinate coach/student-athlete interviews
- Nominates student-athletes for conference, regional and national awards

5% - Other duties/functions as requested

All employees are expected to participate in the College's efforts to create a respectful, inclusive, and welcoming work environment.

3. Internal-External Interaction/Communication:

The Director of Athletics Communications interacts with both the internal campus community (coaches, student athletes, administrators) and external community (general public, prospective student athletics, media).

4. Education: (include certifications and

licenses) required:

- Bachelor's degree
-

5. Experience: (List specific skills necessary to perform

this job)

Required:

- 3 years of experience in the athletics communication field
- Excellent writing, basic photography and video editing skills
- Firm knowledge of NCAA rules for all varsity sports
- Familiarity with Microsoft Word, Adobe InDesign, Adobe Photoshop, Adobe Premiere, StatCrew, PrestoStats, Genius Sports NCAA Live Stats and Golfstat
- Excellent collaboration and relationship building skills
- Ability to work under the pressure of very tight deadlines
- Ability to work a flexible schedule including frequent evenings and weekends to support events
- Demonstrated experience with social media, media relations, basic photography, and video editing
- Superior attention-to-detail, proofreading and editing skills
- Leadership and supervisory experience, including demonstrated staff management skills
- Commitment to working with a diverse and inclusive community

Preferred:

6. Environmental and Physical Demands: (Please describe the work environment and unusual physical demands, i.e. lifting requirements.)

Lift, carry, push and pull 15 pounds. Occasional lift, carry, push, and pull up to 25 pounds (supported by hand trucks or team's assistance). Repetitive motions – hands, fingers, wrists, knees and arms. Visual – normal concentration.

7. Decision Making:

The ability to confidently make independent decisions during in rapidly evolving situations (a game, for example) is a requirement of the Director of Athletics Communications. Job candidates must have a demonstrated history of solid professional judgment.

8. Supervision Exercised/Received:

Supervisory Responsibility: Yes X _____ No _____

Number of Employees Supervised: 3 (one full-time employee, two part-time interns and student workers)