

Position: Director of Athletic Communications

Department: Athletics

Reports to: Assistant Vice President/Director of Athletics

Job Summary: The position is responsible for the management of the Athletic Communications Office, which includes all communication and media relations for the St. Francis College Terriers' 21 current NCAA Division I Athletic programs. The Director of Athletic Communications also oversees the College's Director of New Media and the College's Terrier Sports Network.

Duties and Responsibilities:

- Develop and execute a comprehensive plan for the promotion of the entire inter-collegiate program including the writing, design, and maintenance of the athletic department's website, publications, press releases and other communications.
- Coordinate with the office of College Relations and the AVP/Director of Athletics in establishing relationships with a wide variety of media representatives, supplying them with information related to the College and intercollegiate athletic program; answer inquiries from fans.
- Write, edit and publish, news releases, press box aids, advertising, promotional and website materials, ticket promotions and game programs. Provide local and national feature stories on individual programs.
- Manage press box control and statistics crew operations. Assist in making arrangements for personal appearances and interviews for student-athletes, coaching staff and press conferences on radio, on television, newspapers, magazines, and all other media outlets.
- Develop web based media guides for all teams.
- Assist in providing visiting teams with relevant detailed information; send statistics and required forms to the Northeast Conference, CWPA, MAAC, MET and the NCAA.
- Record and keep sports statistics. Compile all athletic records; keep current and annual statistical files of all St. Francis College contests.
- Prepare programs for home contests in the sports of men's and women's basketball and volleyball, soccer, swimming and water polo.
- Assist in arranging for photography at St. Francis College athletic events; compile a complete photographic file of all St. Francis College sports teams.
- Represent the Department of Athletics as a public relations agent. Accompany St. Francis teams on selected trips.
- Promote the athletic program within and out of the St. Francis College community by advertising athletic events via website, social media outlets and student-based publications and finding creative ways to encourage attendance at games.
- Interact with the Alumni Association to encourage alumni to attend games, follow the progress of teams via the College web-site.
- Coordinate and supervise the operation of Terrier Sports Network (Online Streaming)
- Establish and update athletic and individual sport website pages on a daily basis.
- Contribute athletics material for the Terrier Alumni Magazine
- Establish and maintain records and history on all athletic programs.
- Prepare annual budget for Athletic Communications office operations

- Responsible for staffing to cover of all home athletic events including a game program, organizing relevant statistics and reporting to media.
- Schedule student personnel to assist in coverage of the home games and Sports Information office. Assist in recruitment and appointment of student assistants.
- Assist in delivering information used by the SFC Hall of Fame Committee.
- Remain informed of content related to SFC Athletics on social media channels such as facebook, youtube, and twitter.
- Represent the college in a professional matter.
- Perform all assignments in compliance with all applicable NCAA, Northeast Conference, and St. Francis College regulations.
- Perform other duties as assigned by the AVP/Director of Athletics.

Qualifications:

- Bachelor's degree
- Three years of relevant public relations experience in a college or professional sports organization.
- Strong written and verbal communication skills
- Experience with social media and game-day media management.
- Computer proficiency to include Microsoft office products as well as print design software.
- Experience with web video production preferred.
- Knowledge of NCAA rules and regulations as they pertain to athletic office communications and statistics.
- Ability to communicate easily with the media, SFC players, coaches and administrators.
- Ability to meet strict deadlines.
- Ability to interact diplomatically with a wide range of constituencies in a diverse community.
- Knowledge of relevant contracts.
- Ability to communicate effectively within a diverse population of students, faculty and staff.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.

About St. Francis College:

For over 150 years, the mission of St. Francis has been to provide an affordable, quality education to working class people who otherwise may not be able to attend college. St. Francis College is a private, independent, co-educational urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, physical fitness, social responsibility and life-long learning. We educate the whole person for a full, relational life, developing the students' talents and abilities for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership.

The College strives to offer ample opportunities for students to immerse themselves in the intellectual, cultural and professional opportunities afforded by New York City and to serve the needs of the local community in which they live and study. Our location in Brooklyn Heights provides a confluence of cultures and religious beliefs, mirroring our commitment to maintain and celebrate our diverse student body.

St. Francis College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to increasing the diversity of our faculty, students, and the curriculum. Qualified candidates of diverse ethnic and racial backgrounds are encouraged to apply.

Interested applicants can apply by clicking [here](#).