



Director of New Media and Athletic Communications

About St. Francis College:

We are committed to diversity, equity, and inclusion and serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City's low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College's student body is one of the most diverse in New York City and the nation: 28% of students identify as Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at <https://www.sfc.edu/>.

Job Summary: Reporting to the College's Assistant Vice President/Director of Athletics, the Director of New Media and Athletic Communications is responsible for creating and executing a comprehensive communications, media and public relations strategy for the College's Department of Athletics, emphasizing new media and digital content to build brand cohesion and tell the story of all 21 current NCAA Division I Terrier Athletic programs. Also oversees the (part-time) Sports Information Assistant, the New Media Coordinator 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 which includes but is not limited to the writing, design, and maintenance of the athletic department's website, new media and digital platforms, traditional publications, press releases and other forms of 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.
- Hire game day event operation staff, issue media credentials, and oversee press box/row and statistical operations at all home events.
- Handle all media and interview requests for Athletic Department Personnel and student-athletes. 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 social media strategies and 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, EIVA, and the NCAA.
- Record and keep sports statistics and historical archives. Compile all athletic records; keep current and annual statistical files of all St. Francis College contests.
- Prepare graphics and promotional materials for each team, including but not limited to: social media initiatives, media guides, game programs, advertisements, athletic marketing and ticketing campaigns
- Assist with the coordination and execution of the photography services for the Department of Athletics, including the hiring of photographers, scheduling of photo shoots, and assisting with the maintenance of the photo library for the department.
- Travel to various away competitions as needed in order to efficiently execute the Athletic Communications Plan
- Coordinate and supervise the operation of Terrier Sports Network (Online Streaming)
- Establish and update athletic and individual sport website pages regularly
- Collaborate with the St. Francis College Office of Communications for college wide communication initiatives and engagement from the Athletic Department.
- Provide Athletic Department Updates for College Communications such as: Prospective Student Newsletters, The Terrier Express, Alumni Magazine, Terrier Newsletter, etc.
- Prepare annual budget for Athletic Communications office operations
- 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 new and digital media and communications game-day management.
- Computer proficiency to include Microsoft office and Adobe Suite 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.

St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.

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