



## **New Media Coordinator for Athletics**

### **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 Director of Athletic Communications, the New Media Coordinator is responsible for the successful execution in developing and administering the athletic department new media strategy. This strategy includes but is not limited to; the staffing and production of radio and web streamed broadcasts for the Terrier Sports Network and NEC Front Row, coordination with the NEC Front Row Staff and network production crews, creative development of mobile and video content for all avenues of communications, and partnership with the SFC Communications Department. This position will be responsible for creating, managing, and maintaining dynamic content that strategically enhances the St. Francis College Athletics brand in all external communications.

### **DUTIES AND RESPONSIBILITIES:**

- Create compelling messaging, graphic, digital, and video content for all 21 of the College's NCAA Division I Terrier Athletic programs. Strategically enhance the St. Francis Brooklyn Athletic brand and highlight our programs and student-athletes. This content will include, but may not be limited to, engagement videos ("hype" videos), highlight reels, "behind-the-scene" segments, Terrier Talks, and pre-/post-game interviews.
- Supervise all aspects of the Terrier Sports Network, including the hiring, training and supervision of student-staff as well as video and web production of home Terrier Athletic events that air on NEC Front Row; assist with the game officials' instant replay review process in applicable sports.
- Working alongside the Athletic Communications Staff, oversee the Game-Day Social Media Hub, to ensure an engaging social atmosphere on gamedays.
- Work closely with NEC Front Row staff, PACK Network crews and television production units to ensure the quality and content of NEC Front Row, PACK Network and televised broadcasts are up-to-date and executed to the highest standard.
- Work closely with the Director of Athletic Communications and Associate Director of

Athletics/SWA to ensure a cohesive and strategic effort to increase the overall athletic department brand and fan engagement.

- Develop partnerships across campus with the St. Francis College communications department, student groups, and faculty to increase campus engagement as well as student internship and staffing opportunities.
- May assist the Athletic Communications Staff with event coverage, depending on department needs and experience.
- Perform all duties in compliance with St. Francis College, conference, and NCAA rules and policies.
- Perform other administrative duties as assigned.

#### **REQUIREMENTS:**

- Bachelor's Degree.
- Relevant experience with all aspects of production and social media.
- Specific experience in video editing, preferably with one or more of the following: Final Cut Pro, iMovie, and Adobe Premiere.
- Experience using Adobe Photoshop and After Effects.
- Excellent communication and organizational skills.
- 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.

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Ability to effectively supervise and provide direction to production support staff.
- Knowledge and passion for athletics.
- Ability to travel locally for home events contested off campus.

**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](#).