



## Sports Information Director / Assistant Athletic Director

Are you a dynamic communicator who thrives at the intersection of sports, media, and leadership? Arizona Western College is looking for a passionate and driven Sports Information Director / Assistant Athletic Director to elevate our athletic brand, engage fans, and showcase the success of our student-athletes. If you're ready to take the lead in media relations, game day operations, broadcasting, and community engagement, this is your opportunity to make an impact both on and off the field.

### **Salary:**

\$57,955– \$61,432 per year, depending on experience.

### **Summary of Function:**

The Sports Information Director / Assistant Athletic Director manages and executes communication strategies for an athletic program that develop efforts aimed at boosting visibility of AWC athletics and supporting the college's mission, branding, and fan engagement. This role involves a blend of writing, media relations, social media management, and event coordination, often requiring extensive travel to cover athletic events. Responsible for game day operations related to communications. Additionally, compile and report statistics to the conference and NJCAA. Has an understanding of conference, region, and NJCAA compliance. Under general supervision, organize and coordinate Matador Athletic Association (MAA) fundraising activities and athletic-related community outreach activities. The Sports Information Director / Assistant Athletic Director for External Affairs will assist the Athletic Director in all aspects of athletic operations.

### **Typical Duties:**

- Serves Students. Create a positive atmosphere that emphasizes the student-athlete experience. Works in collaboration with the coaching staff on their recruiting and graphic design needs. Coordinate all athletic signing day events. Ensure the day-to-day coverage of the athletic web presence, including rosters, schedules, bios, promotional information, and links, are up to date. Consistently produces content on social media platforms such as Facebook, Instagram, and Twitter, aligning with current social media trends to enhance the student-athlete experience. Work with coaching staff to facilitate nominations for various weekly, All-Conference, All-Region, All-American, and other academic and special awards at conference, regional, and national levels within designated timelines. Plan and execute preseason media day, including headshots, action shots, and team photography/videography for all athletic teams. Create engaging print and virtual content, including fact books, game notes, press releases, social media content and graphics, game/match recap videos, and interviews featuring student-athletes and coaches. Oversees sports information technology and manages the sports information budget. Serves on various athletic conferences, regional, and national sport committees to help ensure support of day-to-day athletic compliance.
- External Affairs: Work NJCAA media, KYMA, Yuma Sun, etc.) to promote coverage and information exchange of athletic events and news, and to coordinate player and coach interviews with media outlets. Develop and execute a content plan for athletic information across all social media channels, coordinating with college and community partners and support services. Maintain AWC Athletics website to include up-to-date online calendar of events, real-time score boxes and scoring information for all sports programs. Write, edit, and design online and printed athletic content for athletic promotional materials including but not limited to schedules, brochures, TV/radio advertising, flyers, sports-specific fan guides, and game day programs. Assist in the development and execution of efforts aimed at boosting visibility and fan engagement. Coordinate and produce weekly content and press releases for all upcoming events as well as student-athletes, coaches, athletic staff accomplishments and highlights. Respond to media and public requests for athletic information. Maintain historical archives and record books for all athletic teams. Serves as the main liaison between athletic staff, coaches, student-athletes, and media outlets.
- Game Day and Broadcasting Operations: Provide event management at all home athletic contests and events, to include scorer's table/press box setup, equipment setup and maintenance, PA scripts and announcing, statistics, graphics, corporate integrations, and in broadcast feature videos, media credentials, MAA seating, and

photography. Oversee hiring, training, and evaluation of student workers, volunteers, paid staff, and other appropriate parties in statistical systems and other sports information processes. Clear pregame/timeout/intermission music. Provide gameday operations information and post competition facility surveys for all visiting teams. May occasionally serve as a game administrator when needed. Provide information to all opponents' sports information offices regarding AWC teams. Provides live coverage of all home athletic events where applicable, including television, live stats, and video streams. Broadcast sports games, performing play-by-play. Coordinate broadcast schedules and content with college and community media to include advertising, scripting, voice spots, and support services/equipment.

- MAA Development and Community Outreach: Under general supervision, develop relationships with donors and sponsors for the MAA. Responsible for the successful execution of underwriting and sponsorship strategies through sales calls and meetings; development of sponsorship/underwriting promotional material and contracts. Maintain community outreach programs for athletic staff, coaches, and student-athletes; coordinate special events such as general fundraising, sport-specific tournaments, sports camps, biannual MAA meetings, and national tournament bids to increase public awareness. Identify and develop new community involvement opportunities for athletic staff, coaches, and student-athletes. Oversee and monitor all AWC Matador social media accounts, create a unique voice for the athletic department, and ensure content aligns with institutional design and quality standards.
- Support and participate in strategic planning initiatives and performs other duties as assigned.

#### **Required Qualifications:**

- Bachelor's degree in Communications, Sales, Marketing, or other discipline
- 2 years' sales experience
- Experience in a coordination or logistics role with demonstrated ability to manage simultaneous projects or events, including the planning and execution of meetings, special events, press conferences, or community/athletic activities
- Experience or ability to conduct play-by-play broadcasts for athletic events. Experience may include radio, livestream, television coverage, or other media related platform

#### **Additional Eligibility Requirements:**

- Arizona Driver's License or Equivalent

#### **Classification:**

- Exempt

#### **Position Type & Work Schedule:**

- Full-time, 12-month position
- 38 hours per week
- Monday-Thursday, 7:00 am-5:00 pm
- Work flexible schedule to meet the program, department, and/or institutional needs, which may include Fridays, nights, and/or weekends

#### **Knowledge, Skills, and Abilities:**

- Knowledge of and ability to interpret, apply, and follow college policies and procedures
- Knowledge of or ability to maintain organizational structure, workflow, and operating procedures
- Knowledge of athletic sports, facilities, and equipment Knowledge of supervisory principles, practices, and techniques
- Skill in current technologies and word processing, database, presentation, and spreadsheet software, specifically Microsoft Office applications, Windows, college system platforms, software and applications especially those specific to the department operations such as in-game working knowledge of NCAA Genius Live Stats, and Presto statistical software, with specific experience in volleyball, soccer, basketball, softball and baseball preferred.
- Skill and ability to be self-directed and to manage one's own time
- Skill in performing a variety of duties, often changing from one task to another of a different nature
- Skill and ability to conduct play-by-play broadcasts

- Ability to complete all departmental and/or institutional mandatory training or development
- Ability to organize, prioritize, follow multiple projects and tasks through to completion, with close attention to detail
- Ability to work independently and contribute to a collaborative team environment
- Ability to provide assistance in a professional and supportive manner Ability to communicate effectively, verbally, in writing, and in a public setting, and to relate to others in a professional manner
- Ability to be flexible and supportive, positively, and proactively assimilate change in rapid growth environment
- Ability to maintain confidentiality of protected information and follow FERPA guidelines
- Ability to supervise and schedule the work of others
- Ability to adapt to a dynamic workload and demands
- Ability to interact and communicate effectively with the media, various constituencies, and a diverse community
- Ability to operate relevant equipment required to complete assigned responsibilities for the position
- Ability to adapt and maintain professional composure in emergent situations
- Ability to demonstrate integrity, professionalism, and civility in all job-related actions
- Ability to analyze problems, identify solutions, and take appropriate actions to resolve problems using independent judgment and decision-making processes
- Ability to establish and maintain positive, effective, and collaborative relationships with individuals at all levels of the organization, students, and the public

**Work Environment:**

- Inside office environment with normal noise and lighting levels
- Work is performed in an open office environment with staff, students, community contacts and interruptions
- Working environment may include various locations across the service district, with varying noise levels, indoor and/or outdoor locations as needed to support program, department, or institutional needs
- Must be able to perform duties in a variety of weather conditions Indoor athletic venues and locations for athletic events, such as practice and games, may have a high noise level
- Outdoor athletic venues and locations for athletic events, such as practice and games, subject to different weather and possible high noise levels

**Physical Demands:**

- Prolonged periods sitting at a desk and working on a computer
- Prolonged periods of standing and/or walking
- May lift, carry, push, and/or pull, at times, a minimum of 10 pounds
- Occasionally stoop, bend, kneel, crouch, reach, and/or twist
- Safely and appropriately operate golf carts or district vehicles
- Must be able to navigate various departments of the organization's physical premises

**Travel:**

- May be required to travel to other locations using various modes of private, commercial, or fleet transportation, and as needed to support program, department and institutional needs

**Note:**

- Yuma Campus
- Benefits Eligible

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**APPLICATION PROCEDURE:**

The following materials must be uploaded at the time of application. Any materials submitted via e-mail, fax, or mail will not be accepted. Applications missing any of the below requirements will be considered incomplete and will not be reviewed.

1. Completed Application
2. Resume (no more than 3 pages)
3. Cover Letter
4. Unofficial Transcripts

**ADDITIONAL DETAILS:**

- The statements in this posting describe the general nature, level, and type of work performed by the individual(s) assigned to this classification and are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified.
- The institution and its designated representatives reserve the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice

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**ADDRESS INQUIRIES TO:**

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Human Resources

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