



JOB DESCRIPTION



INFORMATION

Job Title:	<i>Assistant Athletic Director for Communications and Events</i>	EEOC Job Classification	Professionals
		FLSA Classification	Exempt
Department:	Athletics	W/C Classification	9101 – Labor
Reports To:	Athletic Director	Reviewed	6/6/2022

SUMMARY

Advance the mission and vision of TMUS by managing publicity and game day operations for all TMU teams with excellence. Utilizing social media, article writing and other tools at their disposal, express and enhance the TMU brand and promote the Athletic Department's story in a compelling way. Organize and lead a team of student workers responsible for filling a variety of roles on game day, including PA announcers, stat keepers, scorer's table crew, etc.

ESSENTIAL JOB FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Maintain accurate statistical records for a seventeen-sport, intercollegiate athletic program. Report team and individual statistics to conference and national statistical platforms.
- Write and publish press releases, game recaps, student-athlete features, season prospectus, and submit regular contributions to the Santa Clarita Valley Signal, including the TMU Insider. Facilitate new student-athlete signing ceremonies and related press releases.
- Collaborate consistently with other SIDs at GSAC, NAIA, and NCAA institutions providing prompt responses to request for statistics, pictures, rosters, etc. Attend GSAC SID meetings and trainings and be active with CoSida to be informed of current trends.
- Maintain and enhance relationships with Southern California broadcast and print media through regular verbal communication. Develop strong contacts with national media and with media from home areas of ITMU collegiate athletes.
- Partner with the Senior Associate and Athletic Director to hire, train, evaluate and schedule 15-20 part-time student employees to facilitate and serve in various game management capacities: public address announcer, statistics keepers, clock/scoreboard operators, national anthem performers, photographers, other student staff, external media guests
- Manage and Produce live-streaming internet broadcasts and disseminate live stats for home, on-campus athletic events, including the scheduling of on-air play-by-play and color commentary talent and camera operators. Ensure proper game footage availability for timely upload to game video file sharing services.
- Create game programs and print materials for all home, on-campus athletic events.
- Utilize social media (Instagram, Twitter, Facebook, etc.,) to communicate and enhance the message of TMU Athletics, including oversight and awareness of sport specific accounts.
- Oversee content management of GoMustangs.com, and maintain the University's presence on both the GSAC and NAIA websites through updating schedules, rosters, profiles, photos, logos, graphics, etc.
- Coordinate photographers for team and individual photos as well as in-game action photos. Archive and organize photo history.
- Facilitate weekly and yearly nominations for conference and national awards.
- Interact regularly with Athletic Department staff, TMU Marketing and Communications, Alumni Relations and other necessary campus staff members to stay apprised of current initiatives and to ensure the message of TMU Athletics is being properly communicated.

- Pursue continuing education in current trends and strategies related to marketing and promoting collegiate athletics
- Represent the institution appropriately by maintaining cordial, collegial, and professional interactions with colleagues, representatives from competing institutions, families of student-athletes, and the general public
- Promote opportunities for interaction and deepening of relationships among department staff and student-athlete
- Encourage student-athletes and student employees to be engaged in the campus environment outside their respective athletic team and job duties with the opportunity for others to influence the life of the student
- Be visible and genuinely involved in collaboration with all athletic programs and campus departments
- Assist Outside groups with technology/audio/visual needs when utilizing TMU athletic facilities
- Represent TMU at away games and tournaments as needed.
- Performs other related duties as assigned.

QUALIFICATIONS

- Has a personal relationship with Jesus Christ and a demonstrated commitment to the doctrinal position of TMUS and a continuous exhibition of a desire to minister and serve others in varied capacities.
- Excellent written and verbal communication skills
- Strong organizational and interpersonal skills
- Service oriented with strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Demonstrated ability to write articles in a professional and sport-specific manner.
- Proficient with numbers, mathematics, and statistics. Ability to translate information into meaningful and relevant content.
- Ability to operate and train others to use video cameras as well as still photography cameras.
- Knowledge of video and photo editing as well as graphic design.
- Exercise confidentiality, good judgment and discernment.

SUPERVISORY RESPONSIBILITY

- Assign, plan, and oversee the work of student workers.
- Handle discipline and termination of student employees as needed and in accordance with TMUS policy.
- Train employees and verify timecards.
- Complete employee evaluations and help maintain up to date job descriptions.

EDUCATION AND EXPERIENCE

- Bachelor's degree or equivalent experience.
- At least two-years experience in a communication role.
- Proficient in Microsoft Office Suite or similar software.
- Statistical software of PrestoSports, StatCrew, DakStats,, and/or NCAA LiveStats. SIDEARM sports website.
- Demonstrated ability to establish and maintain effective working relationships with staff, faculty, vendors, students, &/or community members of diverse academic, socio-economic, cultural, & ethnic backgrounds. Must be able to get along with others.
- Have computer and broad-based proficiency with multiple technology platforms.
- Must successfully pass a background investigation.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- This position requires the ability to occasionally lift office products and supplies, up to 30 pounds.
- Travel for away athletic events will be required.

ADDITIONAL INFORMATION

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

The Master's University & Seminary does not discriminate on the basis of race, color, national origin, ancestry, gender, age, marital status, veteran status or prior military service, medical condition, or any physical or mental disability. We are committed to practicing principles of equal employment opportunity and diversity based upon sovereign Biblical principles.