



JOB DESCRIPTION:	Assistant Athletic Director of Broadcast Operations		
DEPARTMENT:	Athletics		
REPORT TO:	Director of Athletics		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR	444140	DATE APPROVED:	26-MAY-2026
CLASSIFICATION:		DATE MODIFIED:	NEW

SUMMARY: Serves as the lead administrator for athletic broadcast production and digital media operations for Western New Mexico University Athletics. Oversees livestream production, video content creation, broadcast coordination, and digital storytelling initiatives that enhance the visibility of WNMU Athletics and support engagement with students, fans, alumni, and the community. Collaborates with athletics staff, coaches, student workers, and campus partners to deliver high-quality broadcast and multimedia content aligned with departmental goals.

DUTIES:

1. Serve as the lead administrator for broadcast operations for WNMU Athletics, ensuring livestreams and related digital productions are delivered at a high standard for home athletic events and select special events.
2. Support broadcast operations through FloCollege, the Lone Star Conference network, and other digital streaming platforms.
3. Coordinate broadcast production needs for home athletic events and select special events in collaboration with Athletics Communications staff.
4. Lead broadcast production activities for home athletic events and select special events, including video board operations, livestream execution, replay systems, graphics integration, audio coordination, and in-venue digital content, ensuring alignment with conference, NCAA, institutional, and departmental branding and broadcast standards.
5. Collaborate with athletics communications staff, coaches, student-athletes, campus partners, and athletics leadership to develop creative storytelling, promotional content, and digital media initiatives that enhance fan engagement and promote WNMU Athletics programs and events.
6. Coordinate setup, operation, troubleshooting, and maintenance of broadcast, audio/visual, and production equipment used for livestreams and digital media operations.
7. Assist with planning, shooting, editing, and publishing promotional videos, highlight packages, interviews, and feature content for athletics programs and departmental initiatives.
8. Provide training, guidance, and scheduling coordination for student workers and game-day personnel involved in broadcast and multimedia operations.
9. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Bachelor's degree in Communications, Sports Management, Media Production, Digital Media, or a related field required; Master's degree preferred. Minimum of three (3) to five (5) years of experience in collegiate athletics, broadcast production, digital media, or related experience preferred. Relevant student employment, internships, graduate assistantships, or equivalent professional experience may be considered. Degree completion in progress may be considered in combination with related experience.
2. **Job Knowledge:** Requires knowledge of athletic event operations, facility management, and NCAA

intercollegiate athletics compliance. Understanding of live broadcast production, streaming platforms, video board systems, audio/visual equipment, and game presentation technology. Familiarity with digital media production, including videography, editing software's for video and pictures, graphics integration, and storytelling within athletics broadcasts. Knowledge of safety procedures, risk management practices, and facility maintenance coordination. Ability to effectively supervise, train, and mentor student workers and game day personnel. Strong organizational, communication, and problem-solving skills with the ability to manage multiple projects and deadlines simultaneously. Working knowledge of Microsoft Office, Google Workspace, and athletics-related technology platforms. Understanding of the Lone Star Conference and NCAA rules, regulations, and operational expectations related to game management and event administration.

3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office, recreation classroom, field, and gym environments. Requires strenuous physical work; heavy lifting, pushing, or pulling required of objects over 50 pounds. Physical work is a primary part (more than 70%) of job. Ability to handle outdoor conditions for a majority of the work of time. Ability to move around campus including gym, turf, fields, etc. Ability to work flexible hours to include nights, weekends and holidays. Required to travel for long periods of time. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid driver's license.
 - b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)