

JOB DESCRIPTION:	Assistant Athletic Director - Media Relations		
DEPARTMENT:	Athletics		
REPORT TO:	Executive Athletics Director		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	# 468110	DATE APPROVED:	04-MAR-2022
		DATE MODIFIED:	11-JUN-2025

SUMMARY: Plans and coordinates all facets of the athletic department's sport media relations while being the liaison between the athletic department, and the media and public.

DUTIES:

1. Runs operations related to game-day statistics and staffing of officials, while coordinating the football stadium press box, volleyball, and basketball scorer's table, and softball box. Serves as a host to donors, VIPs, the community, and local and state government.
2. Maintains and updates athletic website. Develops graphics, videos, and other visual pieces to share information online, via social media and through other channels.
3. Works on a daily basis providing department related information to the public through various avenues. Write press releases, news releases, media guides, game programs and game recaps, as well as feature stories for various publications and/or media outlets.
4. Runs all ticketing operations to include design, printing and game-day distribution.
5. Staffs officials for home games by hiring and managing scorekeepers, statisticians and team assistants. Other game day duties include handling media credentials, hiring officials, and providing scouts with the information they need.
6. Assists in the planning and preparation of internal and external events. Assist with the physical set-up of equipment for events throughout the Athletic Facilities and Brancheau Building. Responsible for working with campus police to ensure proper planning, safety and security for the ticket cash boxes.
7. Acts as the Student-Athlete Advisory Committee advisor planning and operating functions critical for the student-athlete voice and experience.
8. Maintains positive working relationship with university employees and outsourced constituents directly involved with the operation of the university athletic facilities. Ensure officials and outside help are assigned properly for payment of services.
9. Assists administration with revising and creating athletic department policies and procedures.
10. Provides a broad range of administrative and supervisory functions. Supervises assigned staff in accordance with WNMU personnel practices including recruitment, training, performance evaluation, guidance, etc. Participates in the process of ongoing personal and professional development. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
11. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Bachelor's degree in Sport Administration/Leadership or related field with 2 years of experience required. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Must have solid demonstrated knowledge of NCAA Live Stats, Stats Crew experience or other sport statistic programs for football, volleyball, basketball, and softball. Current knowledge of NCAA, Lone Star Conference, and University policies. Have a working knowledge of Adobe InDesign and Photoshop, as well as experience in specialty programs like

Stats Crew, NCAA Live Stats, Neptune and/or other similar web design programs. Must be able to handle multiple deadlines and maintain accuracy. Must be sensitive to cultural differences within the University and community. Must have demonstrated knowledge and interaction with media outlets. Fluent in Microsoft Office, music/ sound software, scoreboards, and camera systems.

3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. 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 and reports and remain in a sedentary position for prolonged periods of time. 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

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)