

Posted: 01/10/2022

Salary Range: \$35,568.00 - \$38,568.00

Status: Exempt, Full-time



[The College of Idaho](#) invites applications and recommendations for an Associate Director of Athletic Communications/Digital Media. As a member of the athletics department this position is will assist the Vice President of Athletics, Associate Athletic Director, and Director of Sports Communication in the day-to-day activities associated with sports-related events. Working hours will be variable and will include nights, weekends and occasional travel.

Essential Functions

Assist in the following:

- Updating and maintaining the College's athletics website, the College's social media platforms, and the Go Purple social media platforms. Coordinates the production of highlight videos and managing the College's athletics YouTube account. Coordinates video streaming of athletic events.
- Oversees production of digital content for the Yotes Digital Network
- Graphic design projects for department. Examples include, team posters, marketing materials and mailers, online multimedia graphics: website, social media, etc.
- Assisting in the development of comprehensive marketing plans for each sport and overall department
- Supporting the in game promotions and in game entertainment
- Training and managing of student personnel for game day assistance
- Writing game recaps/feature stories for assigned sports and creating game day programs
- Creation of video and audio content for the Daktronics board(s), including game presentation scripts, headshots, graphics and all other media associated with athletic events, including advertising.
- Compiling and distributing sports statistics for assigned teams competitions to meet NAIA, Cascade Collegiate Conference and Frontier Conference rules and regulations.
- Handling game day operations for all sports, including but not limited to:
 - Assist with event setup and tear down of sports information equipment at home athletic events (setting up press box/press row, webcasting equipment, PA system, scoreboard, board in press box, possession clock, etc.)
 - Assist in the supervision of all game day sports information staff including students, volunteers, and part-time workers.
 - Manage football press box and basketball officiating table.
 - Operation of football and basketball score board and video board.
- Ability to be a utility player for the department when needed
- Other duties as assigned.

Knowledge, Skills, and Abilities

- Knowledge of Microsoft Office suite and Adobe suite
- Excellent communication skills
- Strong writing and editing skills in English, with knowledge of AP style
- Strong knowledge of social media sites (Facebook, Twitter, YouTube, Instagram, etc.)
- Knowledge of graphic design, video production, and web base streaming elements
- Ability to maintain a high level of customer service
- Must be self-motivated, willing to work independently
- Detail oriented while adhering to guidelines, performance standards and policies
- Must possess a strong work ethic and unquestioned personal integrity

Qualifications

- Bachelor's degree from an accredited college or university, preferably in sport management, communication, journalism, public relations, or a related field
- Knowledge of and experience in an athletic department setting
- Experience building presentations and creating marketing and social media plans

- Experience handling social media accounts for an organization other than personal use
- Experience working with StatCrew, PrestoSports, InDesign, Photoshop, Adobe Premier Pro and SIDEARMSports platform is preferred
- Knowledge of how to record sports statistics, preferably in football, soccer, volleyball and basketball
- Experience with streaming platforms including Wirecast, Stretchlive and OBS
- Experience in shooting and editing video
- Must be able to learn Daktronics Show Control software for video board operation
- Must be able to meet the physical demands of set-up and clean-up
- Must be able to work evenings, weekends and holiday as needed
- Must possess a current valid driver's license, be vehicle insurable with a good driving record in accordance with The College of Idaho's vehicle policy.

Candidates must be authorized to work in the United States as of the expected hire date and throughout the date of their employment without sponsorship from The College of Idaho.

A complete application will include a current résumé, cover letter addressing qualifications for the position, a statement on diversity that articulates a commitment to representation, inclusion, and equity, and the names and contact information of three (3) references, two (2) management and one (1) professional to hr@collegeofidaho.edu. ***Application review will begin immediately.*** Applications will be accepted until suitable candidates are selected.

With over 125 years of history, The College of Idaho is a regional and national leader in higher education. The College of Idaho is an [inclusive community](#) of exceptional learning that challenges the ambitious and forges pathways to success and purpose.

The College of Idaho is proud to be an equal opportunity employer. We are committed to attracting, retaining, and maximizing academic excellence through a diverse and inclusive workforce.