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# Example of Athletic Director Job Description

Our company is growing rapidly and is looking to fill the role of athletic director. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for athletic director

* Attend meetings pertaining to athletics as set up by the Florida High School Activities Association and the school (i.e., rules clinics, scheduling meetings )
* Responsible for maintaining inventory of athletic equipment and supplies
* Support the Assistant Athletic Director in providing strategic leadership across GT Athletics for Ideation, initiating the creative process and managing through development and actualization
* Support the Assistant Athletic Director in building strategies for developing and promoting the GT Athletics brand, including digital media content creation and execution
* Oversee the official GT Athletics website (ramblinwreck.com) and microsites, and support oversight of official apps and all other new technologies related to brand
* Support marketing strategies for all social network pages, including the development of fan interaction initiatives and marketing/promotional opportunities to enhance brand awareness
* Partner with the Director of Marketing to oversee the development of graphic designs for media projects to include posters, media guides, advertising, schedule cards, tickets, game programs, and other creative efforts
* Serve as a primary liaison for CBS Interactive, ACC, IMG in website and brand matters
* Develop a Lettermen's Club or other effective engagement opportunities for athletic alumni
* Serve as an academic advisor/counselor to student-athletes in assigned sports

## Qualifications for athletic director

* Ability to understand the needs and interests of leadership and major gift donors in order to develop relationships between them and the College
* Interest in all aspects of education and a dedication to promoting the College’s fundraising priorities through developing excellent relationships with faculty, staff, trustees, volunteers, and the advancement office team
* Must have excellent interpersonal skills and a demonstrated record of completing assignments
* Demonstrated leadership experience as evidenced by one who possesses a broad vision of the future of athletic performance with the ability to present recommendations and information in a persuasive and motivational manner
* Ability to multi-task effectively, demonstrate sound judgement and decision-making, and independently follow tasks through to completion
* Demonstrated skill in communicating issues clearly and gathering information through appropriate research and consultation with a wide variety of constituents including sports medicine personnel, dietitians, coaches, student-athletes and athletic administrators