



# Example of Athletic Communications Job Description

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Our company is growing rapidly and is looking for an athletic communications. 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 communications

- Produces content for GoRedFoxes.com and social media platforms
- Provide game updates via social media outlets
- Prepare media guides
- Perform a limited number of administrative duties as assigned
- Relay key messaging to external stakeholders
- Communicate student-athlete experience, which requires knowledge of athletes' biographies and personal stories
- Collaborate with marketing team on special projects to inspire attendance to athletic events
- Work closely with coaches, student-athletes and athletic department personnel to stay current on stories and subjects they wish to promote and publicize
- Promote ticket sales
- Work with athletics development office on stories related to designated teams' special events and alumni/athlete networking and capital projects to come

## Qualifications for athletic communications

- High level and in-depth knowledge of the digital and social landscapes
- Abide by rules and standards of the A-10 Conference and the NCAA
- Undergraduate degree in communications, journalism, sports management or

- At least one year of working experience in the college or professional sports communications fields
- Strong computer skills, including experience with Adobe InDesign and Photoshop
- Familiarity with Statcrew statistical software