



St. Francis
 CATHOLIC HIGH SCHOOL
Job Profile

Job Title:	Assistant Athletic Director for Communications
Department:	Athletics
Reports to:	Athletic Director
Date:	6/25/21

Job Status:

Exempt <input checked="" type="checkbox"/>	Non-Exempt <input type="checkbox"/>
Full-time <input checked="" type="checkbox"/>	Part-time <input type="checkbox"/>

General Summary

What is the primary purpose of this position?

The Assistant Athletic Director for Communications at St. Francis Catholic High School is responsible for disseminating accurate and timely information regarding St. Francis Catholic High School athletics to school stakeholders, the public and the media as well as assisting the Athletic Director in overseeing the administration of the Athletics Department. This is a 100% administrative position with no coaching duties.

Essential Responsibilities

List all major job functions performed on a regular basis.

All areas of responsibility must be operated consistent with the Catholic mission of the school.

Sports Information

- Works in coordination and in concert with overall efforts of the Strategic Marketing and Communications Department.
- Maintains Athletics Department website (GoTroubies.com), ensuring a user-friendly, aesthetically pleasing, online access for stakeholders to obtain adequate and accurate information regarding all sports programs and significant athletic achievements by alumnae.
- Working in coordination with the Strategic Marketing and Communications Department, maintains a regular St. Francis Catholic High School athletic presence on relevant social media forums (Facebook, Twitter, Instagram, etc.), as well as MaxPreps.
- Composes and disseminates press releases on all significant St. Francis Catholic High School sports events/stories including National Signing days and college commitments.
- Provides required sports information to CIF and CIF Sac-Joaquin officials.
- Provides sports information to the Strategic Marketing and Communications Department for periodic publications.
- Creates and maintains an archive of athletic records, stories and photographs.
- Broadcasts selected athletic events using NFHS Network platform and PixaLot camera systems.
- Takes and collects photographs from all athletic events including but not limited to, athletic contests, sports ministry ceremonies, NLI ceremonies, and banquets.
- Supports selected gameday operations with pregame scripts, game programs, scoreboard operations and scoreboard graphics.

Athletic Oversight



Job Profile

- Assists the Athletics administrative team with game management and supervision of athletic contests.
- Supervises selected sports programs as assigned by the Athletic Director to include direct assistance in the selection and annual evaluation of coaches within those programs.
- Supports the Athletic Director with administrative duties with special attention to scheduling of athletic games and events.
- Assists coaches with awards and other athletic achievement items for distribution at banquets or ceremonies.
- Successfully foster and support an inclusive educational environment.

Job Specifications/Requirements

List skills/experience required for adequate performance in this position. List preferred experience and skills, if any.

Education:

Bachelor's Degree in Communications, Journalism, English or related field.

Job experience:

- Three or more years of related experience in media/public relations, journalism, sports communications and/or sport management.
- Experience in a high school, collegiate, or professional sports communications preferred.
- Experience in managing digital content, including photography.

Technical/Functional skills:

- The ability to write for publication (knowledge of AP style and how to compose press releases).
- Skillful and knowledgeable in the creation and management of computer websites and social networking for an organization.
- Proficiency in digital photography, Adobe Creative Suite (Photoshop, Indesign, Illustrator).
- Outstanding written communication skills.
- Sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of high school students.

Other Requirements:

Other duties may be required as needed.