MAJOR PURPOSE:
This position manages all aspects of media, sports information, game management and promotion relating to William Jessup University’s 13 intercollegiate sports as well as improving and enhancing the Athletic Department’s Corporate Partner Program. This position reports to the Director of Athletics.

ESSENTIAL FUNCTIONS:
• Coordinates the development and implementation of a proactive media outreach program to print, radio, internet and other electronic media outlets.
• Prepares media releases to communicate with the general public news and information about the athletics program and teams.
• Works proactively with media to encourage coverage of the university’s athletic events and news.
• Serves as the public relations agent for the Athletics Department in developing positive relations with media representatives.
• Oversees and maintains all portions of the athletics website and social media (Facebook and Twitter).
• Coordinates and develops all statistical information for sports teams for distribution on the Jessup Athletic website, GSAC, and the NAIA.
• Oversees and produces website media guides and website team pages, other publications such as seasonal pocket schedules, and game-day materials for all Jessup sports.
• Coordinates and implements game and event promotions; identifies and cultivates relationships with corporate partners; organizes internet broadcasts and promotes corporate game nights.
• Aids in improving and enhancing the corporate partner program.
• In partnership with the Associate Director of Athletics, responsible to assist with game management.
• Performs other duties as assigned by the Director of Athletics.
• Other duties as assigned

MINIMUM QUALIFICATIONS:
• Master’s degree preferred; bachelor’s degree required.
• An understanding of sports information environment, with general journalism experience preferred.
• Competent photographic skills required and marketing experience a plus.
• Excellent computer skills, including Desktop Publishing, internet website maintenance, and Statcrew/The Automated Scorebook statistical software packages are strongly preferred.
• Ability to convert and organize data into meaningful information with accuracy.
• Excellent customer service: must be team-oriented, able to demonstrate exceptional communication abilities, both orally and in writing, and work with multiple audiences both externally and internally.
• Ability to forge strong working relationships with others and have a capacity for engendering confidence and trust.
• Must be highly motivated, organized, multitasked, and goal-orientated.
• Must be able to work both independently and as a member of a team.
• A strong visible Christian faith
WORKING ENVIRONMENT:
The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. All employees of the University are expected to firmly support without reservations the William Jessup University doctrinal statement of personal Christian faith.

WORKING CONDITIONS:
Typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete and carpeted floors. Basketball court with hardwood floors/concrete floor warehouse and outdoor grassy areas.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:
While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift large objects and/or move up to 50 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform administration.

_____________________________   _____________________________
Employee Signature      Date