

MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

Assistant Director of Athletics for Communications

Employee coordinates the athletic department's communications efforts in conjunction with the Academy's strategic communications plan. Employee must be committed to promoting academic and athletic achievement to elevate the institution's profile in accordance with the Academy's strategic goals.

DUTIES

- Ability and endurance necessary to work the hours needed to complete the job; completion of duties frequently requires work on evening and weekends.
- Regular attendance, including all mandatory meetings.
- Works to promote intercollegiate athletics in a manner that is consistent with the Academy's institutional communications and branding strategy, using thoughtful and effective outreach to elevate the Academy's profile and stature.
- Oversees the daily management of the official athletic website, athletic social media platforms, and web streaming portal.
- Supervises full-time, part-time, and student staff involved in athletic communications efforts.
- Responsible for the compilation of statistical information and web streaming for home contests. Oversees in-game statistical compilation using appropriate software and maintains archives and files for all intercollegiate sports.
- Manages statistical reporting according to Athletic Conference and NCAA guidelines.
- Ensures that accurate information is available to the public in a timely manner and develops and maintains appropriate relationships with local, regional and national media outlets.
- Develops product line and oversees department's online merchandise partnership.
- Coordinates Department's special events including, but not limited to year-end awards and banquet, Special Olympics partnership, Athletics Hall of Fame, Open Houses and NCAA Division III Week.
- Supports Advancement by activating corporate sponsorships obtained by the major gifts officer, including providing copy for in-game and web-streamed reads and provision of graphics in accordance with donor/sponsor wishes on MarinerSports.org and on the streaming portal. Coordinates any coinciding game day promotions.
- Other duties as assigned.

This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.

SKILLS

- Embraces change with innovation, courage and resiliency.
- Consistently demonstrates Maine Maritime Academy's values.
- Shares information and engages in candid and open dialogue.
- Works to exceed expectations of internal and external customers.
- Directs action toward achieving goals that are critical to MMA's success.
- Plans and organizes time and priorities to achieve expected results. Revised: 25 Aug 2021
- Uses knowledge of the field and common sense to make the best decisions.
- Excels at building partnerships and working as part of a team.
- Seeks out technical knowledge and skills to meet the needs of both internal and external customers.

REQUIREMENTS

- Fifth year college or university program certificate; or two to four years related experience and/or training; or equivalent combination of education and experience.
- Proficiency with NCAA Live Stats, Presto stats and other relevant statistical applications.
- Demonstrated abilities on Adobe Creative Cloud applications with emphasis on Photoshop, InDesign, and Acrobat. Knowledge of, and experience with, creating content using Lightroom, Illustrator, and After Effects.
- Experience and ability to effectively-shoot/edit still and action photos.
- Experience and ability to shoot and edit video content for athletics web site and social media using non-linear editing software.
- Ability to manage Maine Maritime Academy's Athletic website (Experience with Sidearm or similar Content Management System)
- Effectively employ social media to engage with multiple audiences and stakeholders, including parents, alumni, and prospective student-athletes, for promotional, media relations and development needs.
- Criminal Background check required.

PHYSICAL REQUIREMENTS

- Employee may use hands to finger, handle, or feel, talks or hears and stoops, kneels, sits and walks frequently. Employee may lift up to 10 – 30 pounds on occasion. Distance, depth and color vision are required in order to view uniform numbers (moving) during contests.
- Work environment for this position involves frequent outside weather-related conditions and working in high places. Noise level is moderate.
- Tobacco-free campus

Maine Maritime Academy Position Factor Evaluation

Job Title: Asst. Director Athletics
for Communications

Job Code:

Wage Grade: 20

Total Points: 474

	<u>Factor</u>	<u>Degree</u>	<u>Points</u>
1	Knowledge and Skill	6	216
2	Effort		
	I. Mental and Visual Effort	5	40
	II. Physical Effort	4	40
3	Responsibility for Cost Control	3	24
4	Responsibility for Others		
	I. Injury to Others	5	40
	II. Supervisory Responsibility	2	16
	III. Sensitive Information and Records	1	8
5	Working Conditions	3	30
6	Responsibility for External and Internal Relations	6	48

Date of last reclassification 04/2024