

**Class Code:.....0876**  
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**Developed by:.....TB**  
**Reviewed by:.....LK**  
**Approved by:.....LK**  
**Date:.....**

7/10

**UNIVERSITY OF RHODE ISLAND**  
**Position Description**

**TITLE:** Associate Director, Athletics/Communication & New Media  
**DIVISION:** Student Affairs (Athletics)  
**REPORTS TO:** Director, Athletics  
**GRADE:** 14  
**SUPERVISES:** Coordinator, Sports Communication; in-house editorial staff; intern; student assistants and clerical support staff.

**BASIC FUNCTION:**

Supervise selected sports program. Serve as a member of the Athletics Department's senior management team. Oversee all aspects of the sports communications office (including official athletics website, GoRhody.com), ensuring timely and accurate maintenance and adherence to the philosophies and regulations of the Conference, NCAA, and University. Responsible for the overall development, supervision, and administration of the Sports Communications Office within the Athletics Department. Develop new media strategies with the purpose of increasing revenue opportunities for the Athletics Department. In addition, is responsible for the development of a consistent design look and brand; all social media websites; multimedia efforts; video and external website production; and in-house editorial staff.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Oversee the University's Sports Communications Office, including the official athletics website, GoRhody.com, and perform the following duties: monitor, plan, organize, and direct all department media relations/public relations activities, press conferences, media availabilities, feature and news stories, photography, statistics compilation, archive management, event operations, publications, and interaction with, and cultivation of, relationships with local, regional, and national media outlets.

Manage all aspects of the University's athletic licensing with regard to the usage of official athletics logos, brands and wordmarks, to both internal and external constituencies. Serve as liaison to the University's public relations and branding officers to ensure a unique, yet consistent look and feel within the institution.

Serve as sport administrator for selected athletics program as assigned.

Serve as a member of the Athletics Department's senior management team, performing the following: advise the Director of Athletics and members of the senior management team on all matters pertaining to Athletics media relations; develop relevant policies and

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present them to senior management on a regular basis; as part of the senior management team, advise the Director of Athletics on all departmental matters.

Head all committees pertaining to re-branding efforts for the Athletics Department, including, but not limited to, the re-design of athletics logos and wordmarks, official Athletics website, merchandise, and advertisements.

Responsible for the accurate and timely maintenance of GoRhody.com, the official Athletics website, while also actively pursuing technological improvements and advancements pertaining to the site.

Responsible for creation and development of all online video content and auxiliary websites to promote URI athletics.

Work to ensure a positive image of the University of Rhode Island, its Athletics Department, and its athletic programs by establishing, maintaining, and growing positive working relationships with local, regional, and national media members and organizations, as well as with University and Conference administrators, campus professional staff, faculty, alumni, and staff of peer institutions.

Supervise the URI Athletics comprehensive annual awards program. Handle all-conference, all-academic, and all-America nominations for athletic and academic awards at the conference, regional and national levels.

Serve as the Athletics Department's point person with external production and design companies which help to develop original content, external websites, and a consistent design look for all printed and multimedia productions.

Supervise and oversee all television production for locally-produced games, documentaries, short series, and commercials, while working to create a distribution platform for all televised inventory.

Develop, coordinate, and implement a comprehensive public and media relations strategy for the Athletics Department, its 18 NCAA Division I programs, and more than 400 student-athletes.

Assist with the negotiation of television and radio network contracts, while working closely with external affairs staff to help maximize advertising and sponsorship revenue.

Responsible for all external communications with the media, general public, student body, alumni, faculty/staff, and Athletics Department and University administration.

Serve as key advisor to the Director of Athletics in all matters related to internal and external communications.

Serve as executive editor of all publications that are designed through the Sports Communications Office, including, but not limited to, media guides, recruiting booklets, and game programs.

Supervise and develop staff of full-time professionals, interns, and student staff.

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Coordinate the Athletics Department's comprehensive media training programs for all coaches and student-athletes.

Responsible for all game management issues that relate to media/public relations.

Supervise hiring and training of required game management personnel.

Arrange and moderate all press conferences and interviews with coaches, staff, and student-athletes.

Comply with all federal, state, and University laws, rules, and regulations, including FERPA, HIPA, and the NCAA. Have access to confidential information for all student-athletes and coaches. Oversee department with eye on ensuring compliance with all NCAA and University guidelines.

**OTHER DUTIES AND RESPONSIBILITIES:**

Serve as the Athletics Department's liaison to the University's public relations arm/news bureau.

Serve, when requested, on local, regional, national, and conference committees and boards.

Serve as lead media coordinator for all special events initiated or partnered with the Athletics Department and the University.

Perform additional duties as required.

**LICENSES, TOOLS AND EQUIPMENT:**

Must be proficient in the use of computers (Windows or Mac), desktop publishing (Adobe products preferred), and conference's statistical software packages.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

Required: Bachelor's degree; a minimum of five years of post-graduate experience in a comparable position in collegiate (NCAA Division I preferred) or professional sports information/media relations; excellent skills in the use of computers (Windows or Mac) and Internet technology (CBS College Sports Online/Netitor preferred), as well as all aspects of desktop publishing and design; strong and established record of media contacts; demonstrated ability to develop, organize, coordinate, and supervise professional, intern, and student staffs; experience in developing and coordinating an effective internal and external communications strategy; experience in developing and overseeing a departmental budget.

Preferred: Proficiency in all Adobe desktop publishing and design software; proficiency in conference statistical software (e.g., The Automated Scorebook; Statcrew); knowledge of webcasting and video editing programs.

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**ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.**