

**Job Code:.....101334**  
**Position #: (PSA) ... (E)**  
**Developed by:..... TB**  
**Reviewed by:..TB; DLJ**  
**Approved by:..... LK**  
**Date: ..... 11/18**

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

**TITLE:** Coordinator, Athletics/Digital Media

**DIVISION:** Athletics

**REPORTS TO:** Associate Athletic Director/External Affairs

**GRADE:** 9

**SUPERVISES:** Specialist, Sports Communication; interns; student assistants; clerical support staff

**BASIC FUNCTION:**

Develop, coordinate and implement an assertive communications and public relations program for the Department of Athletics and all programs associated with Athletics.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Develop, coordinate and implement communications and public relations strategy for the Department of Athletics, its roster of sports, staff, coaches, and student-athletes. Create and implement initiatives that bring the stories and accomplishments of our programs, coaches, staff and student-athletes to the greater public.

Responsible for oversight of GoRhody.com and all departmental branded and printed materials.

Assist with all external communications activities with the media, public, students, alumni, faculty, and staff.

Develop, mentor, supervise, lead and evaluate immediate staff of full-time professionals, interns, and student assistants.

Serve as executive editor of all the department's publications.

Provide timely and editorially sound presentations of information on the web site and within all internal and external communications.

Develop programs of media and community relations training for coaches, staff and student-athletes.

Responsible for all game management issues that are relative to media and public relations. Supervise hiring and training of required game management personnel.

Establish positive working relationships with local, regional and national media personnel, university and conference administrators, campus professional staff and faculty, alumni and friends of the University, and staff of peer institutions.

Coordinate all statistical accumulation and dissemination, records and archives, and serve as primary media relations liaison to all applicable conferences and the NCAA.

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

**OTHER DUTIES AND RESPONSIBILITIES:**

Work closely with marketing office to ensure consistency in digital space.

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

Serve as media coordinator for all special events initiated by or partnered with the Department of Athletics.

Perform additional duties as required.

**LICENSES, TOOLS AND EQUIPMENT:**

Computers, desktop publishing, and statistics software.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Bachelor's degree; Minimum three years of post-graduate experience in collegiate sports information or professional sports public relations; Demonstrated administrative experience; Demonstrated experience in the use of computer and internet technology; Demonstrated experience in the use of desktop publishing; Demonstrated experience in web and graphic design; Demonstrated supervisory experience; Demonstrated experience in developing and coordinating an effective internal and external communications strategy; Demonstrated experience in the use of computer software for game statistical functions; Demonstrated knowledge of photography, design, publications development and efficiencies; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Master's degree; and Demonstrated administrative experience in NCAA Division I and/or from an affiliate conference or professional sports association

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