

Associate Athletic Director, Strategic Communications  
Alcorn State University

Direct Link: <https://www.AcademicKeys.com/r?job=256540>

Downloaded On: May. 8, 2025 4:01pm

Posted May 5, 2025, set to expire Sep. 3, 2025

<b>Job Title</b>	Associate Athletic Director, Strategic Communications
<b>Department</b>	Administration
<b>Institution</b>	Alcorn State University Lorman, Mississippi
<b>Date Posted</b>	May 5, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Associate/Assistant Director
<b>Academic Field(s)</b>	Athletics Public Relations/Marketing
<b>Job Website</b>	<a href="https://jobopps.alcorn.edu/postings/7589">https://jobopps.alcorn.edu/postings/7589</a>
<b>Apply By Email</b>	

**Job Description**

The incumbent is responsible for all aspects of electronic media production, strategic communications plans, public relations initiatives and the Brave Sports Network programming related to the University's intercollegiate sports.

**Associate Athletic Director, Strategic Communications  
Alcorn State University**

Direct Link: <https://www.AcademicKeys.com/r?job=256540>

Downloaded On: May. 8, 2025 4:01pm

Posted May 5, 2025, set to expire Sep. 3, 2025

**Knowledge Skills and Abilities**

- Knowledge of NCAA rules and regulations and guidelines
- Knowledge of communications best practices
- Knowledge of sports events production and directing
- Excellent leadership and management skills
- Proficient computer skills, including use of Microsoft Office Suite and automated scoreboard statistical software
- Competent photographic skills (preferred)
- Ability to manage and promote tournaments
- Ability to work effectively with minimal supervision

**Essential Job Functions**

Develops and implements a strategic communications plan which promotes the Alcorn Athletics' brand

- Enhances and maintains public relations initiatives that engage students, alumni, fans and sponsors
- Oversees the Brave Sports Network through coordinator of game day production, video board content management and leveraging the streaming platform
- Produces and manages content on official Alcorn Athletics social media sites
- Maintains statistical data and historical records for all sports
- Hires and supervises clock operators, statisticians, student workers, public address announcers, etc., for selected sports
- Produces game day programs and maintains the Athletic website
- Establishes and fosters relationships with local sports reporters
- Provides media passes and media seating for athletic events, upon request
- Compiles statistics and FAQs for all in – season sports events
- Supervises staff to provide game management for all sports

**Associate Athletic Director, Strategic Communications  
Alcorn State University**

Direct Link: <https://www.AcademicKeys.com/r?job=256540>

Downloaded On: May. 8, 2025 4:01pm

Posted May 5, 2025, set to expire Sep. 3, 2025

**Qualifications**

- Bachelor's degree in journalism, sports management, or related field.
- Three (3) years experience in a sports information environment
- Prior experience dealing with the media on the local, regional and national level; General journalism experience preferred

**Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

**Contact**

,