

Associate Athletic Director, Strategic Communications
Alcorn State University

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

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

Apply By Email

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.

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

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- 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

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



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