Assistant Director, Athletics

Job Code 00001254

General Description
Responsible for promoting and enhancing the image of the Texas State Department of Athletics throughout the local, regional, state and national level, and to increase visibility of the program through all available means in today’s widely diverse media outlets.

Examples of Duties
Supervise, manage and coordinate news releases for all sports.
Supervise, coordinate, write, edit and produce annual media guides for each sport.
Supervise, order, design, and layout all schedule cards and posters and other promotional items in conjunction with marketing office.
Determine and supervise creation of the publicity plan.
Design, organize and maintain historical files for all sports.
Plan, design, organize and facilitate the selection and coordination of radio coverage for Texas State athletics.
Supervise, delegate and write articles for local and regional media outlets.
Perform other duties as assigned.

Knowledge, Skills, and Abilities
Knowledge of: NCAA rules and regulations in regard to publications and publicity; computer page-making software, statistical programs, the internet, and web page development.

Skill in: working with staff in various group meetings; functioning as University spokesperson; office management; graphic design and page layout.

Ability to: write and copy; prepare statistics; effectively communicate under stress and make decisions; speak in various public settings.

Experience and Education
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements