



**RHODE ISLAND COLLEGE  
JOB DESCRIPTION**

Position classification: PSA  
Date created or revised: 9/20/2022  
Exempt/Non-Exempt Status: Exempt  
Responsible individual: Yes  
Campus Security Authority: No

Title: Assistant Athletic Director – Media Relations & Promotions  
Status: 35 hours/week (non-standard work week, including evening hours),  
Calendar Year Appointment  
Grade: 10  
Union Affiliation: PSA@RIC (Professional Staff Association)  
Reports To: Director of Intercollegiate Athletics and Recreation/Executive Director of  
the Anchor Fund

**PRIMARY PURPOSE:**

Coordinate, manage, and be responsible for all aspects of media relations and promotions as it relates to activities and events sponsored by the Department of Intercollegiate Athletics and Recreation. Include the dissemination of sports information to all the required outlets (i.e., institutional, local, regional, and national media, conference member schools, opponents, etc.) and promotional activities associated with such events.

**DESCRIPTION OF DUTIES AND RESPONSIBILITIES:**

Essential Job Functions:

- Develop, recommend, and implement promotional and marketing strategies that will increase awareness and attendance at department sponsored events.
- Plan and prepare promotional publications, media guides, game programs and other informational brochures.
- Develop, implement, produce, provide and/or coordinate coverage for all athletic events (including video taping), write new releases, compile statistics and distribute information to the appropriate outlets for all varsity teams (including television and the web).
- Develop professional associations with the College's Office of Public Relations and other state, regional, and national media outlets.
- As directed, responsible for the promotion of club sports.
- Maintain and provide over site for the department's webpage.
- Oversee all daily office routines.

Occasional Job Functions:

- Perform any other duties and responsibilities as assigned by the Director.
- Assist in departmental fund-raising activities.

**REQUIRED QUALIFICATION STANDARDS:**

Education:

Bachelor's Degree in Communications, English, Journalism, Athletic Administration, or related field.

Skills, Knowledge and Abilities:

- Ability to travel occasionally on overnight trips and weekends.
- Must be able to transport computers and other equipment/supplies to and from athletic events.
- Knowledge and interest in athletics.
- Computer literacy required with proficiency in word processing and graphics.
- Knowledge of photography, video systems, television production, and web casting systems.

**PREFERRED:**

Bilingual in English / Spanish (fluent in speaking and writing).

**ENVIRONMENTAL CONDITIONS:**

The position requires lifting, moving, and transporting computers, equipment, and supplies.

**The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.**

*As an Affirmative Action/Equal Opportunity institution that values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.*