

**ASSISTANT ATHLETIC DIRECTOR****DEFINITION**

Under general administrative direction, the Assistant Athletic Director assists with the overall leadership and management of the Athletics Department and is responsible for assisting with sports information, game day and events management, and fundraising/sponsorships. The Assistant Athletic Director will support and promote student equity, providing all student athletes with the access, support, and services needed to meet their educational goals.

**SUPERVISION RECEIVED AND EXERCISED**

The Assistant Athletic Director receives administrative direction from Dean/Athletic Director, and works closely with the Dean/Athletic Director to build strong, positive internal and external relationships primarily to support the following activities:

**Game/Event Management:**

- Works cooperatively with the facilities, building and grounds, custodial, campus safety, media services and other campus support units to successfully manage all aspects of assigned home events, as well as student workers who directly support athletic events and operations.
- Serves as the on-site manager for home athletic events, complying with athletic conference and CCCAA event management standards. Sports Information:
- Writes and edits articles, and creates team- and department-related content through the use of social, video and photography, that promote student-athlete accomplishments, support the MJC brand, and elevate the college's profile.
- Updates information on the Athletics website including team schedules, rosters, news stories, etc.

**Fundraising/Sponsorship:**

- Collaborates with various internal and external partners to promote special campaigns and events for Athletics and to coordinate outreach and promotion.
- Identifies, develops, stewards and expands philanthropic and/or revenue-based relationships/sponsorships in an athletics-based, higher education setting.

**ESSENTIAL DUTIES**

- Attends home sporting events providing game management support to the Dean/Athletic Director.
- Provides supervision to game workers and student assistants.
- Works collaboratively with each individual Athletics program in scheduling and coordination of home athletic contests.
- Provides supervision in the press box, official scoring table, ticket booth and snack bar to maintain accuracy and integrity of game management personnel and to provide a non-partisan working environment.
- Ensures game schedules and transportation arrangements are updated as needed.
- Assists with scheduling and operation of camps and clinics.
- Manages and operates the Athletic Department web page providing content to make this information current and accurate and keep Athletics social networking pages consistently updated with pertinent information.
- Plans and supervises the preparation and distribution of athletic publications including sports brochures, programs, newsletters, press releases, game results, athletic achievements and related publications for athletics.
- Provides accurate and complete information in a timely manner.
- Professionally represents the athletic department at the conference or state level, if designated by the Dean/Athletic Director.
- Assists Dean/Athletic Director in managing athlete support groups and develops/coordinates sponsorship and advertising activities for the department.
- Helps manage aspects of the Hall of Fame, Pirates Fest and other special events requiring advanced planning.
- Ensures the preparation and maintenance of accurate data sets, photo files, and data for information for the athletic department.
- Reports to the Dean/Athletic Director.
- Performs related duties as assigned.

## **MINIMUM QUALIFICATIONS:**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The Education/Experience, Knowledge and Ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.*

### **Education and Experience:**

- Education: Bachelor's degree (preferably in sports administration, communications, journalism, operations, marketing or a related field).
- Experience: Two (2) years of experience in athletic related field requiring complex reporting, with at least one (1) year of lead or supervisory experience.

### **Preferred Qualifications:**

Master's degree. Relevant experience may be substituted for a Master's degree education. Three (3) or more years of experience in college athletics, communication services and/or event management.

### **Knowledge of:**

- Game management; running event and marketing events;
- California Community College Athletic Association and athletic programs and procedures;
- State mandated functions of the PrestoSports website, including, but not limited to, the uploading of stats to the State CCCAA website through the PrestoSports portal;
- Website content management systems and basic knowledge of HTML;
- Sports knowledge, rules and regulations along with statistical collection methodology;
- Principles, practices, and techniques of distributing information for mass media communications, including Facebook, Twitter and other social media platforms;
- Modern principles and practices of public relations and sports marketing (print and broadcast), marketing concepts, journalism, and special promotions;
- Demonstrate basic mathematical principals used in statistical computations.
- Excellent interpersonal and communication skills with ability to convey a message by adopting a range of styles, tools, and techniques appropriate to the audience and nature of information.
- Ability to deal with a wide range of people with tact and diplomacy.
- Strong organizational and time management skills and ability to handle multiple tasks and meet deadlines.
- Supervisory experience and the ability to collaborate, delegate, and empower staff. □ Experience with facility/event scheduling.
- Excellent internal and external customer service skills to ensure that events are in line with the goals of the department
- Direct communication style; able to give clear specific directions in hectic settings □ Basic budgeting and accounting skills

### **Ability to:**

- Demonstrate a positive attitude, and proven ability to work successfully with diverse populations and demonstrated commitment to promote and enhance diversity and inclusion.
- Ability to learn and use StatCrew/PrestoSports in-game statistical software;
- Create professional copy for publication in newspapers, newsletters, journals, magazines, brochures and broadcast media;
- Operate a personal computer using modern word processing software;
- Operate various digital film equipment; take photos and convert them for use by media, broadcast outlets, and web usage;
- Maintain effective working relationships with staff, students, media representatives, and the general public;
- Demonstrate and use strong interpersonal skills, flexibility, attention to detail, and customer service;
- Write business letters and reports;
- Ability to effectively communicate verbally and in writing, both internally and externally, including editing and publication skills.
- Effectively use Outlook, Excel, PowerPoint, and various forms of social media; and working knowledge of publishing software (such as InDesign and Photoshop), website management, mobile applications, MS Office, graphic design, video editing software, and various content management software.
- Ability to communicate professionally with administrators, coaches, staff members, students and the public.
- Competent on the spot decision making and problem solving

- Must be able to work nights, weekends, and some holidays on a frequent basis
- Able to multitask with various projects while maintaining high accessibility and approachability
- Highly organized

**LICENSES AND CERTIFICATES:**

Possession of valid California Motor Vehicle Operator’s License

**PHYSICAL AND MENTAL STANDARDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions for this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level
- **Dexterity:** fine manipulation sufficient to operate a keyboard, handle individual papers, write and take notes
- **Lifting:** occasional lifting of papers, files, equipment and material weighing up to 50 pounds
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments

**TYPICAL WORKING CONDITIONS**

- Work is generally performed in a standard office environment
- Work may require evening and weekend hours

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