POSITION DESCRIPTION

TITLE:  Digital Media and Marketing Coordinator – (Contingent)
       Full-Time, Contractual

Collective Bargaining – Ineligible
Contingent positions are not eligible to participate in collective bargaining.

JOB SUMMARY:

The Digital Media and Marketing Coordinator reports to the Assistant Athletic Director and is responsible for coordinating the social media, website and video needs of the athletic department. The Digital Media and Marketing Coordinator will also coordinate the marketing and promotion of varsity athletic events in conjunction with the Sports Information Director, as well as assisting the Assistant Athletic Director with corporate sponsorship and game operations.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Responsible for following the policies and procedures as outlined in the employee handbook.
- Supervises scheduling, set-up and execution of video streaming for all athletic teams and events.
- Supervises the production, shooting and editing of video content (interviews, season previews, post-game comments, highlight packages, commercials, etc.) for the Athletics website and social media.
- Recruits, trains, and supervises student videographers.
- Manages social media outlets associated with athletics – Facebook, Twitter and Instagram – and looks at potential of other social media outlets.
- Designs and updates special pages for the Athletics website as necessary.
- Provides reporting and identify trends for Athletics website (page views, visits, unique visitors, etc.) and social media (followers, etc.).
- Supervises production of end-of-the-year athletic highlight video to include compiling of team footage for all 17 men’s and women’s varsity sports as well as coordinating/taking footage for the Senior Waves.
- Assists Sports Information Director with game day operations as assigned, including game programs, in-game statistics, post-event press release and other duties associated with the normal operation of a home event.
- Is the primary sports information contact for select varsity sports as necessary.
- Promotes varsity athletic programs throughout the campus community – students, faculty and staff.
• Works with Assistant Athletic Director and Development Office in acquiring corporate sponsors for Athletic Department.

• Assists Assistant Athletic Director with all phases of event management, including planning, set up, staffing, breakdown, coordination of safety plan and parking, locker rooms, and other hosting issues depending on the event.

• Assists Assistant Athletic Director with coordinating special events such as Hall of Fame, Hawktoberfest at Family Weekend, Chi Alpha Sigma, CAC and NCAA championship events.

• Reviews and upholds all NCAA, CAC, and SMCM rules, regulations and policies.

MINIMUM QUALIFICATIONS:

• Education: Bachelor’s Degree required.

• Experience at the College level preferred.

• Knowledge of NCAA and CAC rules and regulations.

• Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.