

Alverno College
Exempt Position Description

<u>Position Title:</u>	Athletic Communications Specialist	<u>Date:</u>	July 2025
<u>Department:</u>	Athletics	<u>Status:</u>	Full-time
<u>Reports To:</u>	Director of Athletics and Recreation		

<u>Primary Function:</u>	The Athletic Communications Specialist supports the visibility and success of Alverno College Athletics by coordinating athletic communications, managing social media, providing coverage of athletic events, and serving as the primary content creator for the Athletics Department. This position is responsible for updating the athletics website, producing timely news releases, creating promotional content, and collaborating with campus partners to elevate the student-athlete experience.
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Principal Responsibilities

1. Maintain and update the Alverno College Athletics website, including rosters, schedules, results, player profiles, and feature stories.
2. Serve as the primary social media manager for Alverno Athletics, creating timely, mission-aligned content for platforms such as Instagram, Facebook, and Twitter (X).
3. Write and distribute game recaps, press releases, and feature stories for student-athletes and athletic programs to campus, conference, and local media outlets.
4. Coordinate live statistics, video streaming, and game-day coverage for home athletic events.
5. Submit timely statistics, reports, and required materials to the Northern Athletics Collegiate Conference (NACC) and the NCAA.
6. Serve as the main contact for media inquiries and assist in building relationships with local and regional sports media.
7. Capture and curate photos and video content from athletic events for promotional and archival purposes.
8. Create graphics, social media visuals, and basic video highlights for athletic promotion.
9. Collaborate with Alverno's Marketing and Communications Department to ensure athletics messaging aligns with the College's brand standards.
10. Assist with promoting special events including Senior Days, Athletic Awards, and campus-wide initiatives.
11. Maintain historical records, statistics, and media archives for all Alverno athletic teams.
12. Support student-athlete recognition, including weekly honors, all-conference nominations, and awards submissions.
13. Coordinate student workers and/or volunteers assisting with athletic communications and game-day operations.
14. Attend home athletic contests and occasional away events as needed.
15. Comply with safety procedures and maintain a clean and organized work environment.
16. Perform other duties as assigned to support the mission of the Athletics Department and Alverno College.

Qualifications

1. Bachelor's degree in Communications, Sports Management, Journalism, Marketing, or a related field required.
2. Experience in sports information, athletic communications, or a similar field preferred (college, high school, or professional level acceptable).

3. Strong writing, editing, and storytelling skills with demonstrated ability to produce timely and engaging content.
4. Familiarity with website content management systems (preferably SIDEARM Sports or PrestoSports).
5. Experience managing social media content and analytics across multiple platforms.
6. Working knowledge of live statistics software (such as NCAA LiveStats, StatCrew, or PrestoStats) is preferred.
7. Basic graphic design and video editing skills are a plus.
8. Ability to work evenings and weekends in alignment with the athletics competition schedule.
9. Strong organizational and time management skills with the ability to manage multiple tasks and deadlines.
10. Ability to work independently and collaboratively in a fast-paced, team-oriented environment.
11. Understanding and appreciation of the NCAA Division III philosophy and Alverno's mission.
12. Valid Wisconsin driver's license preferred.

Working Conditions

- Combination of office and athletic event settings.
- Requires frequent evening and weekend work.
- Must be able to move throughout campus facilities and athletic venues.
- Requires the ability to lift up to 25 pounds for equipment setup.

How to Apply

Apply on-line at <https://www.alverno.edu/jobs/apply/login.php>

Please attach your cover letter, resume, and list of references to the online application

In accordance with the Americans with Disabilities Act (ADA), Alverno College will provide reasonable accommodations to qualified individuals with disabilities. If you require accommodations during the application or interview process, please contact HR@alverno.edu.

Alverno College is an Equal Opportunity Employer and committed to workplace diversity