The University of Iowa - Department of Intercollegiate Athletics
Job Description

VACANT
Assistant Director, Athletics Strategic Communications

University Classification & Job Code: Communications Specialist (PMP3 – 4A)
Job Function: Marketing, Communications & Outreach
Job Family: Communications/Constituent Relations
% Time: 100%
FLSA Status: Exempt
P&S Status: Probationary
Position #: 00001755
Salary Range: $44,429 - $48,000
Administrative Supervisor: Matthew Weitzel, Associate Athletics Director, Strategic Communications

Job Family Purpose Statement
Plan, develop, implement, and assess communication and outreach efforts that represent University of Iowa people, programs, and policies using diverse materials and channels, including print, digital, broadcast, and social media; public events; displays and exhibitions; and public speech. Target communications to and build relationships with University of Iowa students, faculty, and staff; news media; alumni; current and prospective donors; policymakers; professional and industry partners; Iowa residents; parents; prospective students; and other external and internal audiences.

POSITION SPECIFIC SUMMARY
The Assistant Director, Athletics Strategic Communications will plan, develop, implement, and assess communication and outreach efforts that represent University of Iowa people, programs, and policies using diverse materials and channels, including print, digital, broadcast, and social media; public events; displays and exhibitions; and public speech. Target communications to and build relationships with University of Iowa students, faculty, and staff; news media; alumni; current and prospective donors; policymakers; professional and industry partners; Iowa residents; parents; prospective students; and other external and internal audiences. The person in this position will work with assigned sports, including Volleyball and Track & Field, and will be required to work evenings, weekends, and holiday hours as needed.

ATHLETICS JOB EXPECTATIONS INCLUDE:

- Embraces the Win. Graduate. Do It Right philosophy of the Department of Intercollegiate Athletics, as stated in the departmental mission and its accompanying values and commitments.
- Commitment to team goals and shared accomplishments. Excellent interpersonal skills and ability to understand group dynamics and drive results.
- Adheres to the rules and regulations of the University, the Big Ten Conference and the NCAA; commits to reporting any Big Ten or NCAA violations involving the University of Iowa to departmental compliance personnel.
- Contributes to the development of an environment for student-athletes that is healthy, safe, equitable, and culturally diverse. Establishes a positive relationship with student-athletes, founded on fairness, openness, honesty, and leadership opportunity.
- Manages resources and petitions for change in a way that minimizes gender bias and maximizes compliance with federal and state laws regarding gender equity. Acts as an advocate for any student-athlete, employee, or program that experiences unjustified inequity.
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- Contributes to the recruitment of a diverse population of student-athletes and employees. Promotes a welcoming climate that enhances the overall experience for all members of the Athletics Department.

**KEY AREAS OF RESPONSIBILITIES AND SPECIFIC JOB DUTIES AND TASKS**

**Message Development and Implementation**

<table>
<thead>
<tr>
<th>Propose and implement communication strategies and develop content that best conveys key messages.</th>
<th>Manage media guide and game program production (research, layout &amp; design, editing).</th>
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<tbody>
<tr>
<td>Insure integration of content across different media.</td>
<td>Create written press releases and event recaps, along with feature stories and associated news releases.</td>
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<td>Perform editing, accuracy review and fact checking.</td>
<td>Maintain and update website for assigned sports.</td>
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<td>Establish baselines and goals for determining the effectiveness of communication plans or channels.</td>
<td>Produce and place content for assigned sports, including written recaps, statistics, photographs and video content to New and Social Media outlets.</td>
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<td>Compile and maintain statistics for reporting to the Big Ten Conference and NCAA statistics.</td>
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<td>Provide proof reading and editing for various department publications, including but not limited to, media guides, event programs, promotional projects, feature stories, weekly releases and game recaps with a high level of accuracy.</td>
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<td>Manage communications strategy for assigned sports, to include Volleyball and Track &amp; Field, and special events to build fan interest and engagement and ticket sales.</td>
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<td>Develop a strategy for prioritizing live media interviews.</td>
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**Public Relations**

<p>| Know stakeholders and target audiences. | Serve as primary sport contact for assigned sports, to include Volleyball and Track &amp; Field. |
| Create media relations plan and facilitate relationships with media relations personnel. | Assist supervisor in football media operations (home or away), as needed. |
| | Educate student-athletes prior to season on department media policies and procedures |
| | Attend practices and supervise media interview requests as assigned. |
| | Serve as a liaison between the University of Iowa's coaches and student-athletes and local, regional, and national media. |
| | Assist in the coverage and publicity for all sports and hosted events as needed/assigned. |
| | Spokesperson for media inquiries for assigned sports. |
| | Establish and maintain relationships with local and national media, as well as student-athletes, coaches and athletic staff. |
| | Develop social media campaigns to engage media, Hawkeye fans and special event audiences. |
| | Serve as media liaison for special events associated |</p>
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<td>• Amplify strategic messaging contacting influencers and reaching larger audience.</td>
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<td>• Coordinate media relations plans for assigned sports and special events.</td>
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<td>• Schedule and publicize news conferences with local and national media; serve as media liaison/communications between the coaches and student-athletes and media; coordinate one-on-one interviews with reporters</td>
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<tr>
<td>• Serve as media liaison for special events associated with assigned sports such as Big Ten and NCAA Championships</td>
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### Information Management

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<th>Oversee and decide what information to collect and how to maintain/utilize. Determine what components of database are used for specific communications or audiences.</th>
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<tr>
<td>• Maintain/create historical archives for assigned sports, to include Volleyball and Track &amp; Field.</td>
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<td>• Responsible for reporting official competition results for Big Ten and NCAA qualifying purposes.</td>
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<td>• Use historical information to celebrate UI history using traditional, new and social media.</td>
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<td>• Manage the distribution of historical photos.</td>
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<td>• Submit information for athletic and academic awards at the conference and national level.</td>
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### Strategic Planning

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<th>Assist in the development and implementation of communication strategies, plans and solutions for a project, program, department, or college/unit.</th>
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<td>• Implement strategic communications efforts for assigned sports and assistance with other sports as requested.</td>
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<td>• Collaborate with Athletics department units to determine event needs.</td>
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<td>• Collaborate with External Relations Units to execute communications plan for special events related to assigned sports.</td>
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<td>• Consult with coaches and student-athletes to help them deliver strategic message.</td>
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<td>• Work with the office of Athletics Student Services and student-athletes in social media education and usage.</td>
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### Financial Responsibility

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<th>May initiate and approve routine fiscal transactions. Assist in budget development for specific area and provide projections and recommendations.</th>
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<td>• Work in conjunction with supervisor in following established guidelines for travel and additional necessary expenditures.</td>
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<td>• Consult with Director of Graphic Design in preparing, evaluating and awarding vendor bids for selected publications and printing needs.</td>
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Select bids, choose vendors, and evaluate program effectiveness.

### Leadership/Supervision

| Provide direction, assignments, and management of staff or student workers. | • Educate student-athletes in regards to social media and assist/monitor their involvement.  
• Manage game-day communication activities for regular season, postseason and special events.  
• Schedule and assign student and statcrew staff for assigned sports and other events.  
• Supervise and mentor student assistant staff, including editing releases and game notes, post-event recaps, feature stories and additional web content. Includes updating and maintaining statistical information in regard to records and archives.  
• Manage the travel needs of student interns for assigned sports.  
• Attend professional development opportunities.  
• Provide education to student-athletes in regards to their presentation to the public via media interviews and social media. |

### UNIVERSAL COMPETENCIES

#### Collaboration/Positive Impact (Proficiency level: Working)

| Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs. | • Shares appropriate information/feedback openly, professionally and respectfully.  
• Models open, respectful, accepting, and supportive behaviors with team members.  
• Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices.  
• Aligns expectations for self and team to achieve work objectives and overcome obstacles. |

#### Diversity, Equity and Inclusion (Proficiency level: Working)

| Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the unique contribution of an inclusive workforce that brings together the talents of people across multiple identities, including: race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender | • Maintains productive work relationships while considering multiple perspectives.  
• Demonstrates awareness of one’s own and others’ social identities (e.g. race, gender, disability status, religion, etc.) and their relevance in the workplace.  
• Resolves cross-cultural conflicts effectively.  
• Articulates the unit’s commitment to diversity, equity and inclusion and the reasons for its importance.  
• Engages in personal and professional development on issues related to diversity, equity and inclusion. |
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<th>Service Excellence/Customer Focus (Proficiency level: Working)</th>
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| Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers. | • Enhances service by seeking ways to add value to customer interactions/services.  
• Demonstrates sincere concern and takes responsibility when a customer complains, even if the cause of the problem lies elsewhere.  
• Listens to feedback without defensiveness and uses it to enhance communication effectiveness.  
• Communicates in alternative ways to accommodate different listeners. |

TECHNICAL COMPETENCIES

Organizational Communications (Proficiency level: Extensive)

| Knowledge of and ability to utilize the means, tools, techniques and media to communicate information about the organization internally and externally. | • Works with various types of organizational communications functions.  
• Designs and develops communications events and campaigns.  
• Interfaces with a variety of public and trade media.  
• Organizes executive briefings and arranges for proper media coverage.  
• Discusses the major benefits and drawbacks of different types of communications.  
• Aligns appropriate media and communication tools to the intended audience. |

Planning: Tactical, Strategic (Proficiency level: Working)

| Ability to contribute to operational (short term), tactical (1-2 years) and strategic (3-5 years) planning in support of the overall business plan. | • Contributes to short-term operational plans.  
• Monitors progress of work against plan as required to meet objectives.  
• Reports variances and makes agreed-upon corrections.  
• Under guidance, develops tactical plan for own direct responsibility.  
• Anticipates and adapts to plan changes. |

Public Relations (Proficiency level: Extensive)

| Knowledge of organizational practices and considerations for communicating in the public arena, from the community to global public relations (PR); the ability to communicate to various forms of media outlets effectively and establish favorable public | • Supervises others for a variety of public relations communications and events.  
• Advises on how to differentiate between public versus confidential information.  
• Evaluates team for PR ethics (deadlines, cooperation, responsiveness, truth and perception) and ensures they follow guidelines.  
• Seeks out and facilitates organizational opportunities aimed at improving community relations. |
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<th>Monitors regional or national level public relations activities.</th>
<th>Analyzes the pros and cons of alternative forums for developing an organizational image.</th>
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**Relationship Management (Proficiency level: Extensive)**

- Ability to establish and build healthy working relationships and partnerships with colleagues within and external to own unit, those to whom services are provided, vendors, the public, regulatory/governmental agencies, etc., all of whom may be seen as "customers" or receivers of services provided by the University.
- Maintains productive, long term relationships with "customers".
- Conducts periodic reviews of work effort, progress, issues, and successes.
- Creates opportunities to educate teams on “customer” priorities.
- Participates in defining the terms of the service provided in a collaborative relationship.
- Communicates to “customers” regarding expectations of all parties.
- Empowers others to establish collaborative, healthy relationships.

**Creativity (Proficiency level: Working)**

- Knowledge of the approaches, tools, and techniques for promoting creative, original thinking and ability to apply it to a variety of business situations.
- Exhibits interest in new ideas and experimentation.
- Shares ideas and is open to other opinions and views.
- Explores possibilities and their viability.
- Analyzes own assignments and work environment for creative changes.
- Contributes to and encourages new ideas; builds on suggestions of others.

**Written Communications (Proficiency level: Extensive)**

- Knowledge of written communications issues and ability to produce a variety of business documents that demonstrate command of language, clarity of thought, and orderliness of presentation.
- Produces written materials in business- and industry-specific technical language.
- Ensures that written message is understood as intended.
- Adapts writing -- language, form, style, tone -- to different audiences.
- Uses various techniques for information dissemination and information gathering.
- Advises others on incorporating tables, charts, and diagrams into documents.
- Reviews the written materials of others and provides feedback and coaching.

**Publishing (Print and Digital) (Proficiency level: Extensive)**

- Knowledge of the processes and tools for design, development and production of various print and electronic organizational materials such as press releases, briefings, and marketing materials.
- Publishes a variety of internal and external materials in print and electronic formats.
- Manages the design, layout, content and flow of multiple publications upon multiple platforms (i.e., print and electronic).
- Implements pre-production requirements for the production
Discusses the benefits and drawbacks of various tools and approaches.

Identifies key factors in matching service need with a set of print and electronic publishing tools.

Analyzes cost considerations for various publishing alternatives.

Industry Knowledge (Proficiency level: Working)

Knowledge of the organization’s industry group, trends, directions, major issues, regulatory considerations, and trendsetters; ability to apply this knowledge appropriately to diverse situations.

Describes the contribution of own function as it relates to the industry segment.

Currently works with a major industry segment and associated functions and features.

Demonstrates current knowledge of the regulatory environment for industry segment.

Discusses industry-specific flagship products and services.

Participates in major industry professional associations; subscribes to industry-specific publications.

Oral Communications (Proficiency level: Working)

Knowledge of oral communications issues and ability to express oneself and communicate with others verbally and appropriately.

Uses language appropriate to audience.

Utilizes techniques to verify that a verbal message was received as intended.

Explains issues in alternative ways to accommodate different listeners.

Listens without defensiveness or excessive self-reference.

Modulates own tone and body language.

Desktop Publishing Tools (Proficiency level: Working)

Knowledge of the publication software and techniques for design and development of various organizational materials.

Demonstrates a specific type of desktop publishing software.

Troubleshoots and resolves common software and cross-platform problems.

Identifies major types of publishing media and associated software tools.

Distinguishes between pre-production requirements and the production process.

Discusses key considerations associated with various technologies.

Proficiency Levels are defined as:

Basic Knowledge: Uses basic understanding of the field to perform job duties; may need some guidance on job duties; applies learning to recommend options to address unusual situations.
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**Working Experience:** Successfully completes diverse tasks of the job; applies and enhances knowledge and skill in both usual and unusual issues; needs minimal guidance in addressing unusual situations.

**Extensive Experience:** Performs without assistance; recognized as a resource to others; able to translate complex nuances to others; able to improve processes; focus on broad issues.

**Expert/Leader:** Seen as an expert and/or leader; guides, troubleshoots; has strategic focus; applies knowledge and skill across or in leading multiple projects/orgs; demonstrates knowledge of trends in field; leads in developing new processes

**POLICY EXPECTATIONS**
As part of performing the key areas of responsibility and competencies described above, staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the University Operations Manual and UI Work Rules.

**POSITION QUALIFICATIONS**

**Required Qualifications:**
- Bachelor’s degree in Communications, Public Relations or related field or an equivalent combination of education and experience;
- Minimum of one year experience in a fast-paced, high-profile communications or public relations position. (Athletics/sports experience preferred, including previous promotion of high profile teams and student-athletes);
- Ability to creatively produce and manage the design, layout, content and flow of multiple publications for multiple platforms (web, e-mail, podcasts, digital audio & video, digital photography, social media and print);
- Proficient in computer software programs, including Microsoft Office Suite, Adobe Creative Suite;
- Working knowledge and ability to:
  - Demonstrate excellent written and verbal communication skills and attention to detail;
  - Work constructively and collaboratively in a diverse environment, demonstrating strong interpersonal skills and ability to build trusting relationships;
  - Work effectively in a highly-regulated team environment.

**Desired Qualifications:**
- Experience working collaboratively with an external relations unit that includes social media, photography, videography, video production, graphic design, and marketing;
- Experience with Genius statistical software highly desired;
- Familiar with website content management system - experience with WMT highly desired;
- Two years experience in athletic communications/sports information environment managing media relations and content development for high-profile, nationally ranked, sport programs at the NCAA Division I level;
- Familiar with the sports of Volleyball and Track & Field;
- Proficient in social media content creation and management including Twitter, Facebook, Instagram;
- Demonstrated experience in feature writing and designing infographics.