

**The University of Iowa - Department of Intercollegiate Athletics
Job Description**

Deputy Director of Athletics for Strategic Initiatives

University Classification & Job Code: Associate Athletics Director - PSA2 7B

Working Title: Deputy Director of Athletics for Strategic Initiatives

Job Function: Athletics

Job Family: Athletics Administrative Professional

Position #: 00195032

Type of Position: Regular, 100%time; At-Will, FLSA Exempt

Administrative Supervisor: Beth Goetz, Henry B. and Patricia B. Tippie Director of Athletics Chair

Job Family Purpose Statement

Develop a model athletics program through the provision of leadership and vision consistent with Athletics' mission, values and commitments. Must have in-depth knowledge of relevant athletics area, such as: the assigned sport; recruiting atmosphere and NCAA rules associated with assigned sport; sports camps and clinics; sport and championship event management; background in coaching or understanding of what it takes to be an effective and successful coach and to develop a championship team/program.

POSITION SPECIFIC SUMMARY

The Deputy Director of Athletics for Strategic Initiatives is responsible for providing administrative oversight for all Athletics Department day-to-day operations, including various sports programs and administrative support units such as Revenue Generation, Ticket Operations, Fan Experience and Marketing, Multi-Media Rights and Sponsorships, Capital Projects, Strategic Communications, Fundraising and Business and Finance Operations. Will serve as primary departmental decision maker in absence of the Director of Athletics.

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

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an advocate for any student-athlete, employee, or program that experiences unjustified inequity.

- 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

Administration

<p>Direct multiple units and/or sports.</p> <p>Authorize direct reports to conduct business and monitor their transactions/ performance.</p> <p>Provide guidance to and oversee output of unit/sport leadership.</p> <p>Conduct and/or delegate functional administrative duties as assigned and/or needed.</p> <p>Coordinate with third parties to meet daily needs of the athletics operation (e.g., Iowa City, Coralville, and/or University officials).</p>	<ul style="list-style-type: none">• Serve as a member of the Director of Athletics' Senior Administrative Staff and attends all meetings. Direct and coordinate Senior Administrative Staff meetings, as well as any other matters affecting the internal management of the Department of Intercollegiate Athletics in the absence of the Director of Athletics.• Make Departmental decisions in the absence of the Director in accordance with Department of Intercollegiate Athletics' policies.• Assist in implementing the strategic vision for the future of Iowa Athletics.• Synergize external areas across the athletic department and maximize cross functional revenue opportunities in transition to a new landscape in college athletics.• Assist in the planning of a cohesive external strategy and execution inclusive of revenue generation, strategic communication, brand enhancement and assist in overall development strategy, cultivation, and stewardship efforts.• Advise on stakeholder and public relations initiatives.• Assist with oversight and planning of special projects within the department and coordination of strategic planning initiatives.• Serve as key advisor to the director of athletics.• Represent the Athletics Department and provide leadership with various constituencies including campus leadership, community partners, donors, alumni, Big Ten and the NCAA.• Sign, in the absence of the Director of Athletics, all Departmental, University, Big Ten, NCAA, etc., documents affecting personnel and/or student-athletes as well as documents for Departmental procurement and finances.• Oversight, supervision, and management for various Athletics Department administrative units which may
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	<p>include: Ticket Office, Marketing and Strategic Communications, Human Resources, Finance & Business Operations (and Equipment Managers), Information Technology, Facilities, Capital Projects and Grounds. (Will be determined after selection of successful candidate).</p> <ul style="list-style-type: none">• Assist with coordination of sport administrators, policies & processes.• Serve as primary sport administrator to assigned sport programs.• Work in coordination with, and provide direction for, other sport administrators within the Department.• Oversee the planning and development of new facilities, as well as the upgrading and maintenance of existing facilities. Coordinate project manager responsibilities with the Director of Facilities, as needed.• Provide guidance to the Faculty Athletics Representatives and the Presidential Committee on Athletics (PCA). As assigned, serve as liaison to select PCA subcommittees. As needed, prepare, submit and/or present reports to the PCA.• Prepare and submit to the Director of Athletics periodic reports to include, but not necessarily limited to, annual reports, annual goals, personnel evaluations, and activity summaries.• Participate effectively in community and professional organizations while promoting a positive image of the University and its athletics program.• Contribute to the overall success of the Athletics Department by performing duties and responsibilities assigned by the Director of Athletics. <p>Communication and Outreach</p> <ul style="list-style-type: none">• In the absence of the Director of Athletics, serve as primary liaison with President's Office and various President's Cabinet members.• Represent the Director and Department of Intercollegiate Athletics at fundraising and alumni/booster groups of the Department. Provide assistance and leadership for all Athletics Department fundraising efforts.• Strive to enhance the relationships and communication with all parties (individuals, groups, community partners and organizations) who either directly or indirectly have association with, or interest in, the operations and
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	<p>success of the Department of Intercollegiate Athletics.</p> <ul style="list-style-type: none"> • Seek leadership opportunities within the Big Ten and NCAA.
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Regulations

<p>Oversee development of and approve policies and procedures, as needed.</p>	<ul style="list-style-type: none"> • Provide input on policy development and implementation associated with Athletics and Sports Administration. • Direct program activities so Athletics policies, procedures, practices and programs are in compliance with federal, state and local legal/regulatory standards, including Big Ten and NCAA and all areas related to Equity/Title IX and the Gender Equity Plan. • Promote an atmosphere of compliance.
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Leadership

<p>Seek and provide input into strategic plan, as needed.</p> <p>Pursue and promote professional leadership opportunities.</p> <p>Mentor directors, coaches, staff, interns and student-athletes.</p> <p>Collaborate with unit leadership in the design and evaluation of unit operations.</p>	<ul style="list-style-type: none"> • Promote a positive image of the intercollegiate athletics program and university at all times. • Represent the Department of Intercollegiate Athletics at University, Big Ten Conference and NCAA meetings. • Serve as the primary advisor to the Director of Athletics on all matters of strategic and Departmental planning. • As a member of the Director of Athletics' Senior Administrative team, attends all meetings and participate in departmental planning as needed. Significant areas include but are not limited to: <ul style="list-style-type: none"> ○ Contribute significantly to the strategic plan by providing recommendations, assume accountability for implementing and achieving operational (short term), tactical (1-2 years) and strategic (3-5 years) goals and objectives. ○ Contribute to the development and evaluation of the annual budget. ○ Contribute to Facility Master Planning. ○ Identify programming needs for students and staff; support professional and leadership development; collaborate with Senior HR Leader to develop and implement policies and practices of a culture that supports staff engagement and high productivity in the workplace. • Provide leadership, administrative support and supervision to all persons in the assigned units of responsibilities.
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	<ul style="list-style-type: none"> • Mentor administrative and support staff, graduate students, interns and student-athletes. • Advise and make recommendations on program goals and internal and external trends. • Establish and maintain a culture that is welcoming and inclusive. Promote, support and help carry out the Athletic Department DEI Action Plan.
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Human Resources

<p>Develop and implement policies and practices that support staff engagement in the workplace.</p> <p>Investigate, interpret, and implement HR policies and procedures.</p>	<ul style="list-style-type: none"> • Manage direct reports consistently across areas of responsibility, including hiring, orientation, setting annual expectations, coaching, discipline, annual performance reviews, and termination. • Coach respective supervisors to manage talent/personnel effectively and per University expectations; hold directors/staff accountable for high performance and high engagement culture by articulating expectations, monitoring performance and providing feedback consistently across areas of responsibility. Hire, develop, and manage the performance of staff.
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Financial Management

<p>Develop budget and create systems for effective implementation and monitoring.</p> <p>Develop, submit, and manage functional/unit/area budgets, as needed.</p> <p>Evaluate, negotiate and approve assigned unit budgets.</p> <p>Oversee and give final approval of expenditures of assigned units.</p> <p>Seek and provide input into facility development.</p>	<ul style="list-style-type: none"> • Responsible for working with the Athletics Department Chief Financial Officer for the planning, evaluation, and implementation of all Departmental budgets and financial activities. • Work with Head Coaches to develop annual budgets and identify facility development needs. • Monitor expenditures for assigned areas and sports. • Oversee related policy development, financial compliance programs, financial analysis and reporting for Athletics. • As the Director of Athletics' designee, act as one of the final reviewers and approvers of financial transactions.
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UNIVERSAL COMPETENCIES

Collaboration/Positive Impact (Proficiency level: Extensive)

<p>Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to</p>	<ul style="list-style-type: none"> • Ensures time, resources, energy, learning opportunities, and actions are focused on priorities important to the changing workplace. • Identifies and resolves disagreements/conflicts in early
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<p>achieve or exceed desired outcomes of current and future organizational goals/needs.</p>	<p>stages.</p> <ul style="list-style-type: none"> • Promotes a safe, fair, respectful environment in which concerns can be addressed effectively. • Recommends changes to work practices and policies to achieve desired outcomes.
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Welcoming and Respectful Environment (Proficiency level: Extensive)

<p>Ability to foster a welcoming and respectful workplace environment while recognizing personal differences. Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the importance of a workforce that benefits from the talents of all people across multiple characteristics, including: race, creed, color, religion, national origin, age, sex, pregnancy (including childbirth and related conditions), disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, or associational preferences.</p>	<ul style="list-style-type: none"> • Promotes a workplace environment where people of all backgrounds and perspectives feel welcomed and appreciated, where every individual is empowered to make a positive impact, and in which workplace concerns are addressed effectively. • Identifies unit policies and practices that could have a disparate impact based on protected classifications as defined by federal and/or state law. • Recommends policies and practices to advance a welcoming and respectful workplace environment as described above. • Forms respectful relationships with individuals and organizations representing various constituencies, and seeks regular input to better understand potential issues and to enhance recruitment and retention efforts. • Supports implementation of unit strategic plans related to a welcoming and respectful workplace environment. • Engages in on-going self-reflection and continues to advance one’s own knowledge and skills related to fostering a welcoming and respectful workplace environment. • Recognizes and addresses disrespectful or non-welcoming behavior in one’s unit/department.
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Service Excellence/Customer Focus (Proficiency level: Extensive)

<p>Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner.</p> <p>Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.</p>	<ul style="list-style-type: none"> • Participates in developing a variety of effective ways to deal with service challenges. • Personally delivers and coaches others to deliver excellent service in a variety of settings. • Communicates well with direct reports, peers, leadership and external constituents. • Utilizes various methods for information sharing and information gathering. Modifies processes to enhance service.
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TECHNICAL COMPETENCIES

Operational Functions (Proficiency level: Extensive)

<p>Knowledge of major</p>	<ul style="list-style-type: none"> • Operates with understanding of key responsibilities of
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<p>functional processes and associated operating requirements; ability to apply this knowledge appropriately to diverse situations.</p>	<p>organization's major functions.</p> <ul style="list-style-type: none"> • Seeks efficiencies in operational functions wherever possible. • Evaluates relevant industry practices from an operations perspective and works accordingly. • Maintains awareness of multi- and cross-functional issues of the regulatory environment. • Takes into consideration the interrelationships between major functions and sub-functions. • Uses knowledge of organization's functions to achieve goals, meet commitments.
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Planning: Tactical, Strategic (Proficiency level: Extensive)

<p>Ability to contribute to operational (short term), tactical (1-2 years) and strategic (3-5 years) planning in support of the overall business plan.</p>	<ul style="list-style-type: none"> • Develops, refines, and communicates tactical plans for own responsibilities. • Plans for allocation of resources in line with unit goals, technical and business objectives. • Provides the right level of detail as input for strategic plan development. • Demonstrates the value and necessity of linking tactical plans to overall strategic plan. • Ensures the planning process is integrated with the overall business plan. • Ensures attention to the detail and dependencies of existing departmental-level plans.
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Performance Management (Proficiency level: Extensive)

<p>Ability to apply organization's performance management system, practices, and tools to developing and improving individual, team, and organizational performance.</p>	<ul style="list-style-type: none"> • Gives continuing feedback, recognizes achievement, and recommends improvement. • Adjusts and communicates performance objectives as necessary for team objectives. • Defines and agrees upon performance goals and objectives with associates. • Identifies performance problem areas early on and defines specific improvement activities. • Participates in the salary planning and administration process. • Publicly shares accolades and recognizes and rewards top performers.
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Leadership (Proficiency level: Extensive)

<p>Knowledge of, and ability to use strategies and skills to enlist others in setting,</p>	<ul style="list-style-type: none"> • Uses emotional contagion to affect the mood of group members, tone of group and group processes. • Initiates structure: role clarification, setting standards,
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<p>embracing and achieving objectives.</p>	<p>holding subordinates accountable, etc.</p> <ul style="list-style-type: none"> • Translates vision into specific functional or departmental initiatives. • Uses a normative decision model (with leadership styles and situational variables) to select style. • Employs various group decision-making methods depending on the situation. • Promotes efficacy through monitoring, coaching & motivating subordinates, intervention, etc.
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Standard Operating Procedures (SOP) (Proficiency level: Extensive)

<p>Knowledge of and ability to design, implement and evaluate standard operating procedures affecting daily and strategic business operations in order to increase operational efficiency.</p>	<ul style="list-style-type: none"> • Designs a standard operating procedure, detailing steps and activities, within a department. • Evaluates the causes behind deviations from and modifications to existing SOPs. • Monitors the relationship between SOPs and performance improvement (e.g. quality improvement). • Optimizes complex SOPs according to changes in organizational procedures. • Evaluates the benefits and drawbacks of industry-specific SOPs. • Integrates best practices into the design, implementation and evaluation of organizational SOPs.
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Relationship Management (Proficiency level: Extensive)

<p>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.</p>	<ul style="list-style-type: none"> • 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 services provided in a collaborative relationship. • Communicates to "customers" regarding expectations of all parties. • Empowers others to establish collaborative, healthy relationships.
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Resource Management (Proficiency level: Extensive)

<p>Plans, mobilizes and distributes resources to fulfill business objectives and plans.</p>	<ul style="list-style-type: none"> • Specifies the critical resource needs required to accomplish organizational objectives. • Mobilizes resources needed to get things done. • Negotiates with key stakeholders to obtain required resources. • Applies specific metrics to analyze and revise resource requirements. • Develops methods for maximizing resource utilization (re-engineering, outsourcing, automation, etc.). • Updates resource requirements by identifying and responding to changing needs.
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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.

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:

- Master’s Degree or an equivalent combination of education and experience;
- Minimum of 10 years of progressively more complex administrative and managerial experience within an NCAA Division I Athletics program and/or related industry;
- Demonstrate extensive knowledge and ability to:
 - Communicate effectively and build relationships with a wide variety of constituents, including students, coaches, Athletics executive team, Athletics

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staff, parents, institutional staff, NCAA and conference personnel, supporters, media personnel, Faculty Athletics Representatives, Presidential Committee on Athletics, and others;

- Hire, manage and organize personnel (coaches and/or administrative staff) to achieve an efficient work environment;
 - Form and lead a team to success, including set strategic goals, monitor progress, evaluate performance and follow-up to achieve specific objectives;
 - Develop and maintain campus/community partnerships and relationships;
 - Develop and monitor budgets;
 - Effectively resolve service challenges.
- Demonstrated experience and expertise to work effectively with an Athletic Conference on national intercollegiate athletics issues;
 - Professional experience working effectively with individuals from a variety of backgrounds and perspectives, demonstrating strong interpersonal skills and ability to build trusting relationships;
 - A working proficiency in general office software applications, such as Microsoft Office Suite/Office 365, and online database systems.

Desired Qualifications:

- Management experience at a high profile NCAA Division I institution or related industry;
- Previous experience in a Director of Athletics, Commissioner or Executive level role within and athletics program, professional sports organization or related position;
- Extensive knowledge and experience in some combination of the following critical intercollegiate athletics functional areas:
 - Revenue Generation Activities
 - Ticket Operations
 - Fan Experience and Marketing
 - Multi-media rights/sponsorship
 - Capital Projects
 - Strategic Communication
 - Fundraising
 - Business and Finance Operations
- Demonstrated hands-on, collegial and collaborative leadership style that is effective throughout all levels of the organization.