

WARTBURG COLLEGE POSITION DESCRIPTION

Title of Position: Assistant Sports Information Director/"W" Marketing Assistant

Preparation Date: March 2022

Function of Position:

Responsible to the Sports Information Director for the athletic department's graphic designs and social media presence across all platforms to communicate details regarding competitions, results, and accomplishments. Provide marketing and communication services for Wartburg-Waverly Wellness Center through collaboration with Chief Communications Officer and News Director.

Principal Duties and Responsibilities:

- 1) Develop and manage Wartburg College's athletic social media accounts to provide exposure and recognition of results, achievements, and events. Provide oversight, assistance, and education to coaches to maximize the effectiveness of individual athletic program social media accounts. (25%)
- 2) Coordinate the development and dissemination of all graphic design projects for the athletic department and individual athletic programs to be used on Go-Knights.net website and social media platforms. (25%)
- 3) Organize and manage all sports information operations related to assigned athletic events including statistics, staffing and game recaps. (20%)
- 4) Collaborate with the Marketing and Communication office in the development of marketing strategies and materials for Wartburg-Waverly Wellness Center. Promote special events, programming, and operational information for the facility (30%)
- 5) Perform other duties as assigned.

Supervision:

Employee proceeds independently working towards established objectives requiring the use of a wide range of procedures. Employee prioritizes own work and resolves unusual cases in consultation with supervisor.

Minimum Qualifications:

Requires knowledge equivalent to a bachelor's degree in English/Journalism, Graphic Design, Sports Management or equivalent. Additionally, knowledge of social media platforms and graphic design is desired. Previous experience as a Sports Information Director or within sports marketing is also preferred.

Application Procedure:

Send letter of interest, including a statement regarding qualities you offer within the context of the Wartburg College mission, résumé, and contact information for three references electronically to: hr@wartburg.edu. See www.wartburg.edu for further information about the college. Screening begins immediately and continues until position is filled.

Wartburg College is a selective liberal arts college of the ELCA, nationally recognized for community engagement. As an affirmative action, equal opportunity institution, Wartburg College actively seeks applications from women and members of ethnic and minority groups.