



Sweet Briar College is a women's liberal arts institution, located in Central Virginia approximately 12 miles north of Lynchburg and 60 miles south of Charlottesville. Founded in 1901, the College's curriculum encompasses a comprehensive baccalaureate program in the arts, sciences and humanities, as well as graduate programs in education. It is one of two women's colleges in the United States offering an ABET-accredited engineering degree. As an Equal Opportunity Employer, Sweet Briar College is committed to enhancing our community and encourages applications from qualified individuals with varied backgrounds, experiences and ideas who would increase the diversity of the College.

Job Title: Sports Information Director

Classification: Full-Time, Non-Exempt, 11-month contract

Reports to: Vice President for Communications and Enrollment Management

Job Summary/Objective: The sports information director (SID) oversees all areas of sports information and marketing for the College's DIII varsity programs (currently swimming, soccer, field hockey, lacrosse, cross country, golf, tennis and equestrian). Central to the success of this position are developing and implementing strategies to increase awareness of achievements, build campus spirit, grow game day attendance, and enhance alumni loyalty. The SID serves as the primary media contact for athletics, including responding to media, developing media guides, providing statistical information, writing press releases, proactively pitching stories about student-athletes, and securing sponsorships. Under the direction of the vice president for communications and enrollment management, the SID works closely with communications peers on content strategy, manages the vixenathletics.com website and supports coaches in maintaining their team pages by assisting with web communications, photography, infographics, and social media strategy.

Position Type/Expected Work Hours: 40 hours per week; hours vary but include evenings and weekends

Supervisory Responsibilities:

- May supervise student-workers related to game day events

Essential Responsibilities:

- Serves as the primary media contact for athletics, including responding to media inquiries in a timely manner, providing schedules and statistics, and actively pitching student-athlete stories
- Advises coaches and staff on communications with the media, including prep for interviews
- Writes press releases and profiles of student-athletes, coaches, and teams
- Coordinates media operations for hosted tournaments
- Game day management, including setup, attending and covering home games for assigned sports, coordinating audio/video, posting live stats and managing statistical records

Sweet Briar College Job Description

- Posts game recaps, score, statistics and photos
- Oversees live streaming, social media and webcast coverage
- Produces and/or edits appropriate audio and video content
- Collaborates with the College photographer for player, team, staff, game and special event photographs
- Coordinates athletics marketing and secures athletics sponsorships
- Responds to requests from the ODAC conference and NCAA
- Works with the communications production coordinator to produce seasonal schedules, game programs and other athletics publications
- Promotes athletics events, clinics and camps to the local community and other target audiences
- Serves as webmaster for the athletics website (vixenathletics.com) and collaborates with the assistant director for web communications on content, design and analytics
- Serves as the social media manager for athletics accounts and collaborates with the assistant director for content strategy on content and analytics
- Works with alumnae relations and development on athletics-related fundraising and nurturing the Vixen Athletic Network, including Friends of Athletics and Hall of Fame recognitions and events
- Serves a major role in coordinating the annual athletics banquet
- May serve on departmental or campus-wide committees
- Attends staff meetings for both communications and athletics
- Maintains sports information files and archives
- Serve as a game administrator for a portion of home events
- Other duties as assigned

Required Qualifications:

- BA/BS, Sports Management/Marketing, Journalism, Communications, Marketing or similar field
- Minimum of two years of experience in sports information at collegiate level
- Strong self-initiative and ability to multitask in a fast-paced environment with tight deadlines with minimal supervision
- Ability to effectively communicate with local, regional, and national media
- Excellent verbal and written communication skills; attention to detail including the ability to detect grammatical and spelling errors
- Aptitude for collaborating with others, establish and maintain positive working relationships with staff, coaches, administrators and campus colleagues
- Passion for college sports
- Familiarity with NCAA DIII and conference regulations (ODAC)
- Proficiency in Stat Crew software, Adobe Creative Suite products including, but not limited to, In Design, Premiere and Photoshop, and Microsoft Office products such as Word, Excel, Power Point
- Ability to work evenings and weekends on a regular basis based on game schedules and travel as required

Preferred Qualifications:

- Master's Degree
- Experience using PRESTO web content management software
- Knowledge of HY-Tek Meet Manager and IST timing systems
- Experience managing social media including, but not limited to, Facebook, Instagram and YouTube
- Proficient use of all technology related to the sports information industry

Work Environment: Varies from indoor office environment to game day set up at fields, sometimes with temperature extremes based on season of athletics event

Physical Demands: Moderate activity; must be able to walk fields and lift up to 30 pounds on occasion.

Travel: Limited but occasional team travel as needed

Deadline for Submission: Review of applications will begin immediately, and continue until the position is filled.

Other Duties: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

How to Apply: If applying for a faculty or staff position, please submit a [Sweet Briar College employment application](#), cover letter, résumé and three professional references to SIDirector@sbc.edu.