

JOB DESCRIPTION

JOB TITLE: Director of Communications and Media Relations

PROGRAM / DEPARTMENT: Communications

REPORTS TO (Title): Commissioner

FLSA STATUS (Exempt or Non-Exempt): Exempt

SUPERVISORY RESPONSIBILITY: NCHSAA support staff

POSITION SUMMARY: This position provides the Association with direction and leadership in the areas of strategic communication with membership and outside stakeholders. The incumbent shall coordinate public relations functions and strategies for the Association while telling the NCHSAA story through various mediums including press releases, videos, stories for the website, social media, public relations campaigns, etc. This position serves as the NCHSAA's historian, including record keeping for championships and events. The position is the media's primary point of contact and advises the Commissioner and other staff relative to comments to the media.

ESSENTIAL FUNCTIONS: The following duties are normal for this position and are not to be construed as all-inclusive:

- Serve as NCHSAA media relations specialist and oversee communication between the Association, its media sources and the public at large. Provide timely placement of stories and deliver quick and accurate responses to media inquiries. Utilize press releases and other communicative efforts to improve relationships with media sources and journalists and to obtain optimum media coverage for the Association
- Coordinate media credentialing process, including the issuance of NCHSAA media credentials for the academic school year and Association championship events
- Assist in coordination of radio and/or television coverage of NCHSAA State playoff contests
- Serve as NCHSAA liaison for media outlets at NCHSAA events
- Coordinate dissemination of NCHSAA State Championship event results and records to appropriate media outlets
- Write and edit public address announcements and event scripts for State Championships and other special events as needed
- Work with appropriate staff regarding relevant NCHSAA website postings
- Create, design and edit major publications for the Association
- Coordinate, research, revise, manage and maintain NCHSAA State Championship records, NCHSAA record book, and national record applications
- Provide support and assistance to the NCHSAA's streaming partner to improve championship and event coverage as well as growth of school broadcast programs
- Coordinate, implement and maintain a consistent means through which meetings of the membership may be broadcast by video and/or audio.
- Coordinate and maintain an online schedule of meetings and notices available to the membership and/or general public, as needed.
- Assist in managing and administering NCHSAA special programs and events including:
 - NCHSAA Annual Meeting
 - NCHSAA Annual Awards Celebration
 - NCHSAA Hall of Fame
 - Other special programs and events as assigned

OTHER FUNCTIONS

- Assist in the NCHSAA strategic efforts on various social media platforms.
- Serve as the secretary for the NCHSAA Board of Directors and various other committees of the Association, compiling minutes documenting each meeting and decision
- Other duties as the Commissioner deems necessary

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time

EQUIPMENT USED

- Laptop computer, telephone, copy machines, video camcorder, DLSR camera (still photography), video/audio equipment

WORKING CONDITIONS

- Work in various outdoor conditions, from extreme heat to extreme cold, during championships to conduct the duties of the job are required. Occasionally, individual must find creative ways and spaces to ensure the duties of the position are carried out during inclement or uncooperative weather. This could include finding ways to secure internet connectivity and shelter from weather to write and send press releases from a vehicle or other facility nearby the championships
- Due to the time many events conclude, this individual should expect to work from home on numerous occasions, including many nights and weekends leading up to or following Championship and non-sporting events

PHYSICAL AND MENTAL REQUIREMENTS:

- Ability to tolerate long periods of focus and stationary work to produce championship programs and event press releases leading up to and following championship events. This could include 14-16 hours of typing/editing in a single day for championship events
- Ability to focus on specific tasks in often distracting environments, while responding to situations or interruptions that arise in a championship setting
- Ability to think strategically about how to respond to questions and issues in a championship venue, seeking to protect the NCHSAA's brand and member schools in any response

EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's degree required; Master's degree preferred
- A minimum of ten (10) years experience in communication and media relations
- Some education-based athletic experience desired

KEY COMPETENCIES:

- Mastery of the English language and grammar
- Highly skilled at data-entry and keyboarding
- Understanding of video recording and editing, including storytelling, lighting and audio capture
- Understanding of broadcast set-up requirements and needs for media coordination at championships and other events
- Sound organizational skills with a basic understanding of database construction and maintenance
- Broad knowledge and understanding in sport statistics, rules and record-keeping for numerous sports sanctioned by the Association
- Team mentality with a positive attitude; ability to work under pressure while maintaining a calm demeanor

LICENSES AND KNOWLEDGE REQUIREMENTS

- Fully fluent in Microsoft Office Suite (Word, Excel, Outlook, etc.) as well as the Adobe Creative Cloud programs (InDesign, Photoshop, Audition, Premier, Lightroom, etc.)
- Understanding of media markets and the changing landscape of local media across the state