



## CONFERENCE CAROLINAS

**Title:** Assistant/Associate Commissioner (External Relations and Communications)

**Position Description:** Conference Carolinas seeks applications for an Assistant/Associate Commissioner with experience and skills in external relations and athletics communications. This is a full-time, exempt position with health insurance and retirement benefits. The position level will be commensurate with experience.

**Conference Description:** Conference Carolinas has a rich tradition in roots that dates back to its early initial inception on December 6, 1930. The NCAA Division II athletics conference presently has member schools located in Georgia, North Carolina, South Carolina, and Tennessee. Conference Carolinas member institutions are Barton, Belmont Abbey, Chowan, Converse, Emmanuel, Erskine, Francis Marion, King, Lees-McRae, Mount Olive, UNC Pembroke, North Greenville, Southern Wesleyan, and Young Harris. Shorter will join the conference on July 1, 2024 and Ferrum will join the conference on July 1, 2025. Conference Carolinas believes in the development and formation of the whole person in body, mind, and soul. Our students are nationally recognized for their extraordinary success in the classroom, in the community, and at the highest levels of NCAA competition.

**Qualifications:** The successful candidate should have a minimum of 1-3 years of collegiate athletics experience (minimum 5-7 for Associate Commissioner). A bachelor's degree is required and an advanced degree is strongly preferred. The individual will possess strong verbal, written, and online communication skills as well as strong interpersonal skills. Meticulous writing skills are essential to the position and must be demonstrated in a cover letter. The ability to take initiative, manage multiple priorities, and meet deadlines is essential for success. Travel and some night and weekend work are required.

**Job Duties:** The duties listed below are handled by a two-person team under the supervision of the Commissioner. The conference is purposefully keeping all options open as to the delineation of duties between this position and the existing Assistant Commissioner for Communications in order to best match the experience and skill set of its employees in the best interest of Conference Carolinas and its membership. The duties and responsibilities of the External Relations and Communications Staff are as follows:

- Oversee external communications strategy for Conference Carolinas. (*Associate Commissioner-level role*)
- Lead the conference's corporate sponsorship program by working closely with the Commissioner and external partners to generate revenue through sponsorships.
- Oversee the conference's video streaming initiatives, including overseeing the work of the Digital Standards Committee and overseeing the production of high-quality video streaming efforts at conference championship events.
- Serve as the Communications Officer for the conference, including, but not limited to, the following:
  - Player-of-the-Week selection, graphics, press releases, and social media posts.
  - Coordination of preseason polls, graphics, press releases, and social media posts.
  - Coordination of All-Conference selections, graphics, press releases, and social media

- posts.
  - Dissemination of all conference press releases related to competition, rankings, student-athlete awards, etc.
  - Creation of social media content related to scores, competition, awards, rankings, etc.
  - Oversight of statistics and results on the conference's website, [www.conferencecarolinas.com](http://www.conferencecarolinas.com).
  - Compilation and upkeep of record books.
- Serve as the primary liaison with institutional athletics communicators for all communication needs, including conducting monthly conference calls with institutional communications directors.
- Serve as the primary media relations coordinator for all Conference Carolinas championships.
- Oversee the production of videos and graphics to support the external communications strategy.
- Handle the creation of social media and website content for mission-directed initiatives, including, but not limited to, membership announcements, sport additions, "Body, Mind, and Soul" feature stories, and other initiatives aimed at promoting the conference and its member institutions.
- Oversee the creation of content for end-of-year summaries, championship programs, marketing presentations, website and social media analytics, and presentations by the Commissioner.
- Serve as the primary editor and administrator of [www.conferencecarolinas.com](http://www.conferencecarolinas.com).
- Work closely with the Commissioner to disseminate accurate information pertaining to standings and tiebreakers near the end of each sport's season.
- Serve as the primary or assistant Championships Director for championships as assigned.
- Represent the conference at preliminary round championships sites as assigned.
- Oversee various ad-hoc committees as assigned.
- Other responsibilities include:
  - Branding enforcement.
  - Directory updates.
  - Fan engagement.
  - Logo enforcement.
  - Video exchange (institutional issues).
  - Creation of championship brackets for online and physical use.
  - Media requests.
- Oversee the conference's initiatives in esports.
- Abide by NCAA and conference rules and regulations.
- Completion of other duties as assigned.

**Physical Job Components:**

- Able to use office and telecommunication equipment.
- Traveling as well as night and weekend work expected.
- Ability to lift at least 20 pounds when transporting equipment during championship assignments.
- Ability to clearly communicate in writing and orally to various constituents.

**Application:** Please submit a cover letter, resume, and names of three professional references to [Jobs@conferencecarolinas.com](mailto:Jobs@conferencecarolinas.com). Position will remain open until filled. However, for full consideration, please apply by May 1, 2024. Tentative start date for the position is July 1, 2024. Conference Carolinas is an Equal Opportunity Employer.