



Director / Strategic Communications and Content

Unisun Sports is accepting applications for the position of Director of Communications and Content.

Born from a strategic alliance between the Atlantic Sun Conference (ASUN) and the United Athletic Conference (UAC), Unisun Sports is a first-of-its-kind consortium stretching throughout the southeast. We serve as the operational and business engine for two premier NCAA Division I conferences, uniting them under a single umbrella.

The Director of Strategic Communications and Content is responsible for the assisting efforts in communications, public and media relations, content creation and strategic messaging, and sports information. Reporting to the Senior Director of Strategic Communications and Content, this role serves as a member of the external operations team and contributes to overall goals and objectives.

Primary Responsibilities:

Communications

- **Public / Media Relations**
Assist in ASUN and UAC communications initiatives including press releases, press conferences, and media coordination.
- **Websites**
Responsible for assisting in the management and maintenance for websites.
- **Digital Communications Strategy**
Anticipate opportunities and storylines to promote the ASUN and UAC through the use of digital content. Implement and execute strategy to meet overall external communication objectives.

Content

- **Content Creation**
Responsible for the development and production of creative content in support of digital strategy plans. Content forms include graphic design (Adobe Creative Suite), photography, and video.
- **Social Media Management**
Assist in the management and evaluation of social media platforms in alignment with digital strategy plans.
- **Championships and Events**
Travel to and provide on-site sports information and content coverage for championships and events. Content coverage includes the execution of graphics, photography, and videography, in addition to social media management.

Sports Information

- **Sport Responsibilities**
Serve as the primary contact for select sports as assigned, providing social media coverage and website updates. Serve as a secondary contact as needed.
- **Awards**
Responsible for assisting in the coordination, selection, and promotion of ASUN and UAC Awards, including weekly and seasonal selections.
- **Record Books**
Responsible for assisting in the management and maintenance of ASUN and UAC record books.



External Operations

• SVP, EO Support

Provide support to the Senior Vice President for External Operations, assisting with the execution of external objectives.

Preferred Qualifications:

- A Bachelor's and/or advanced degree.
- Significant experience and understanding of intercollegiate athletics communications.
- Outstanding verbal and written communication skills, and organizational skills.
- Proficiency in Adobe Creative Suite / Photoshop.
- Proficiency in social and digital media management including X, Instagram, Facebook, YouTube and/or other digital media platforms.
- Ability to anticipate and execute new forms of digital content and the use of new platforms to strategically communicate and promote membership.
- Ability to manage multiple projects simultaneously in a fast-paced environment.
- Ability to relocate to Jacksonville, Florida.
- A demonstrated commitment to the principles of diversity, equity, inclusion, and anti-racism.
- A willingness to travel and work extended hours (nights and weekends) as necessary.

Compensation & Benefits:

A compensation package for the selected candidate will include a base salary commensurate with experience and Unisun Sports staff salary ranges. Benefits include annual vacation and leave, medical and dental insurance, retirement matching, and other benefits in accordance with Unisun Sports policy.

Unisun Sports offices operate on a 5-day work week, allowing all staff to select one weekday (limited to Monday or Friday) to work remotely from home each week. Due to the nature of collegiate athletics, all full-time staff are expected to occasionally travel and be available during nights and weekends if necessary.

Applications:

Applicants should submit a cover letter, resume, and a list of references addressed to Kaitlin Parsons at kaitlin.parsons@asunsports.org. Applications will be accepted until the position is filled.

Unisun Sports is an equal opportunity employer committed to maintaining a diverse working environment.