

## **Assistant Director of Digital and Social Media**

### **Job Summary**

Reporting to the Deputy Athletics Director of External Affairs/Chief Revenue Officer (CRO), this position will lead in executing of digital media strategies for Hampton Pirates Athletics. The focus will be creating content and crafting messages that drive engagement on all owned digital channels, including social media platforms and the athletics website (Hamptonpirates.com). The emphasis will be placed on brand and audience building, cultivating and developing relationships with our digital audience, and revenue generation. This includes working with support staff, coaches and student-athletes.

### **Core Responsibilities**

1. Showcase the brand of Hampton University Athletics and its sports programs by working in conjunction with various units in the department and university to execute the strategies maximize engagement on digital platforms.
2. Assist in the implementation of marketing and advertising strategy by incorporating digital media tactics.
3. Assist in the recruiting, training and scheduling of graduate assistants and undergraduate intern content staff.
4. Utilize website analytics to create reports for internal use for optimizing and measuring success of content strategies.
5. Stay up to date on new and emerging social media platforms and best practices.
6. Facilitate the activation of sponsored digital content inventory, planning, and messaging.
7. Ensure digital media support is provide on game-days and for other important events as assigned. This may include travel to away games and other events.
8. Work with student-athletes, coaches and staff to provide social media best practices for their individual brands. This includes contributing to educational programming to prepare student-athletes to take advantage Name-Image-Likeness (NIL) opportunities.
9. Embodies the Hampton University core values: integrity, respect, decency, dignity, and responsibility.
10. Performs other duties as assigned.

### **Required Qualifications**

- Bachelor's degree in communications, journalism, marketing or advertising
- 2+ years of previous relevant experience
- Extensive functional knowledge of social media platforms
- Experience using the Adobe Creative Cloud Suite, focus on Photoshop and Premiere
- Experience collaborating with coaches and serving student athletes.
- Strong interpersonal and communication skills
- Presentation, planning and project management skills.
- A knowledge of NCAA rules and regulations with a history of compliance

### **Preferred Qualifications**

- Master's degree
- Experience leading and supervising the work of junior staff and interns.
- A demonstrated commitment to innovation and creativity
- Skills to think critically of new ideas that can support strategic plan development and execution.

### **How to Apply**

Please submit a cover letter, resume, and a completed Application for Educational Support Staff Employment either via email at [HROFFICE@hamptonu.edu](mailto:HROFFICE@hamptonu.edu) or fax to (757) 727-5969:

Office of Human Resources

Hampton University

Hampton, VA 23668

*\*\*No phone calls*

*\*\*Incomplete applications will not be considered*