



Graduate Assistant, Athletics Communications and External Relations

Sierra College Athletics

The Graduate Assistant for Athletics Communications and External Relations coordinates engagement, communication and events functions and is responsible for implementation of an innovative, creative and comprehensive program that strategically promotes Sierra College Athletics to our target audiences.

In addition, the position must partner with members of the Sierra College Athletics team to determine the best strategies for effective communication with donors, alumni, and our college and community partners; maintain ongoing and active networking with internal and external constituencies; and facilitate engagement events.

Responsibilities

Communications and External Relations (40%)

- Create and disseminate athletic marketing and publicity materials, management of web content, overseeing the communications calendar, and creating and delivering periodic internal briefings.
- In conjunction with the Sierra College Foundation, use consistent, accurate, and appropriate information-sharing mechanisms for stewarding prospects, donors, community and college partners and student-athlete alumni.
- Create event talking points that align with the Sierra College Athletics and Sierra College Foundation vision and messaging.
- Coordinate on- and off-campus publicity of Athletics major gifts announcements and donors in partnership with the Sierra College Foundation and Sierra College Communication teams. Facilitate recognition of donors in both print and web-based publications.
- Facilitate Sierra College Athletics donor recognition and stewardship reporting across multiple channels.
- Oversee gift acknowledgement process to thank 100% of Sierra College Athletics donors, sponsors, and student-athlete alumni in meaningful and effective ways.
- Create unique stewardship initiatives for donors, community and college partners and student-athlete alumni to Sierra College Athletics that result in increased engagement.

Event Strategy and Management (40%)

- Create and lead exciting and innovative event experiences for donors, student-athlete alumni and college and community partners.

- Oversee distribution of all event briefing materials to athletic department leadership, coaches and other college administration.
- Determine appropriate event opportunities within the calendars of all intercollegiate sports with special attention to regional fundraising and engagement initiatives.
- In conjunction with Director of Athletics, create and manage signature Athletic Development and various department-wide events, including facility selection, contract negotiations, food and beverage selections, audio/visual service, transportation, decor, and entertainment.
- Oversee VIP guest lists, game day operations, and follow-up.
- Coordinate event direction with internal college service departments and external vendors.
- Assist with design, production, and distribution of invitations, printed programs, and other promotional materials.

Leadership and Team Development (20%)

- Manage the Communications, External Relations, and Events Budget.
- Participate in creating a high functioning team culture through accountability, respect, efficiency, enthusiasm, transparency, and leadership.
- Work with Director of Athletics to implement short- and long-term strategies that reach all target audiences and effectively reinforce the Athletic Department fundraising and engagement vision.
- Contribute to a culture of learning and growth by participating in benchmarking, leadership development opportunities, and interdepartmental collaboration.

Hours

Full-time, including evenings and weekends as necessary for execution of athletic contests and special events.

Employment Term

Candidate must be available September 2015 through April 2016. Specific start and end date(s) negotiable.

Compensation

\$3,125/month based on an eight-month term (\$25,000 total)

Required Qualifications

- Current enrollment in an accredited master's degree program in a related discipline such as sport management, marketing, or business; eligibility for course credit required.
- Relevant experience, preferably in intercollegiate athletics marketing, management, event marketing, communications, and/or fundraising working in a complex environment.
- Experience in managing part-time staff and volunteers.
- A high level of energy, enthusiasm, initiative and passion as well as the ability to provide outstanding service to Sierra College Athletics patrons. Strong commitment to the student-athlete experience.
- Strong organizational and analytical skills with the ability to initiate, analyze, monitor, and evaluate programs that support the Sierra College Athletic Department mission and contribute to the overall goals and objectives of the fundraising and engagement programs.
- Knowledge and ability to support a comprehensive stewardship, communication and engagement plan, including managing complex and carefully orchestrated event initiatives for our constituents.

- Excellent organizational, interpersonal, verbal, and written communication skills are essential.
- Ability to generate creative solutions for engaging constituents through innovative and impactful communication strategies.
- Ability to exercise sound judgment and effectively determine when information needs to be advanced to other decision makers.
- Ability to work in a fast paced, ever-changing environment with the ability to effectively adapt and be flexible.
- Ability to work in a positive, collaborative, and effective manner with all leaders, team members, and supporters of the department.
- Ability to manage multiple projects and priorities and meet challenging and changing deadlines.
- Demonstration of the highest level of integrity and ethical standards.
- Knowledge of social networking tools (such as Facebook, Twitter, Instagram, Pinterest, LinkedIn, etc.).

To Apply

Submit resume, cover letter, and at least three professional/academic references to:

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