The University of Arkansas at Pine Bluff, Department of Intercollegiate Athletics invites applications for the position of Sports Information Director.

The Sports Information Director coordinates all aspects of the athletic media relations and athletic marketing and promotions units for an NCAA Division I athletic program. These responsibilities include but are not limited to implementing a comprehensive athletics communications and marketing plan to enhance the exposure of UAPB Athletics, coordinating communication schedules, game webcasts, competition results and statistics, athlete/coach profiles, awards, service and interest stories. The Sports Information Director will supervise the delivery timely, accurate information to meet the needs of UAPB fans, build campus and community interest, and tell the UAPB athletics story. The Sports Information Director will work in collaboration with and have oversight of the athletic communications and marketing staff to advance the UAPB Athletics mission and the campus’ mission, vision and branding.

The Sports Information Director will:
- Provide strategic direction for and maintain a comprehensive athletics communications program, including the UAPB Athletics website (including current information for all sports, timely information on competition results; "meet the team" information on student-athletes; athlete, coach and staff profiles;
- Oversee all social media marketing platforms (e.g. Instagram, Twitter, Facebook, YouTube, SnapChat). Produce videos and interviews with student-athletes and coaches.
- Supervise game day webcasting, programs, setup and personnel operating the scorer's table, game statistics, and timely communication of results on the athletics website.
- Oversee all athletics statistical compilation and reporting all scores and statistics to the conference and the NCAA.
- Manage nominations for student-athlete of the week recognition and conference, regional and national end of the year awards.
- Build a talented, diverse, and inclusive athletics media relations team; supervise a full-time Assistant Director, and game day staff (e.g. scorer's table, statistics).
- Establish and maintain good communication with radio, print and electronic media representatives.
- Coordinate all major news releases with Communications and Student Affairs (e.g. championship competitions, coaching appointments, NCAA Post-Graduate Scholarship awards).
- Provide student-learning opportunities (e.g. sports journalism internships)
- Maintain a permanent record of sports statistics, rankings, awards, photos, trophies; oversee sports information technology; and manage the sports information budget.

Marketing responsibilities will include but not be limited to fulfillment of sponsorship
elements, all print marketing materials (posters, schedule cards, flyers). This is a full-time position reporting to the Assistant Athletic Director.

**Qualifications:** Bachelor’s degree with 4 years of Division I athletics experience. Excellent written and oral communication skills and strong technical skills. Attention to detail and accuracy. The preferred candidate will bring demonstrated effectiveness in sports information; a commitment to students’ athletic, academic, and life success; the demonstrated ability to build, motivate and retain a diverse and inclusive team with sensitivity to individuals of all cultural backgrounds; and the capacity to be a visible and engaging leader and advocate for the program. Experience and skill with game management and communication tools (e.g. Microsoft Word, Photoshop, StatCrew, social media, Google tools) is preferred. The successful candidate will be self-directed and motivated, and bring skills needed to advance UAPB Athletics and the university.

Interested individuals must submit an application and resume with the name, address and telephone number of three references to:

Sports Information Director Search Committee  
C/O Human Resources Department  
University of Arkansas at Pine Bluff  
1200 North University Drive  
Mail Slot #4942  
Fax: 870-575-4653  
Email: uapbjobs@uapb.edu

**Deadline:** Applications will be accepted until the position is filled.

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