



Bemidji State University
invites applications for the position of:

Associate Director of Athletics for Media and External Relations

MSUAASF JOB POSTING

OPENING DATE: January 29, 2023

CLOSING DATE: Tuesday, March 5, 2024, at 11:59 p.m.

POSITION LOCATION: Athletics Department – Bemidji State University Campus

JOB TYPE / SCHEDULE: Unlimited / Full-time / Exempt

PAY / SALARY RANGE: Depends on Qualifications; Range D (\$53,148 - \$114,042)

BEMIDJI STATE UNIVERSITY (BSU) invites applicants to join our team as an **Associate Director of Athletics for Media and External Relations**. BSU's vision is to educate people to lead inspired lives. To accomplish BSU's vision, the University prioritizes creating a culture in which diversity is embraced and all people are safe, welcome, and validated. Centered between the three largest Tribal nations in Minnesota – Leech Lake, Red Lake and White Earth – BSU also prioritizes increasing engagement with American Indian communities to become a destination university.

Enrolling more than 4,000 students, BSU offers more than 70 undergraduate majors and nine graduate degrees encompassing arts, sciences and select professional programs. BSU is a member of the Minnesota State system of colleges and universities and has a faculty and staff of more than 550. BSU's [Shared Fundamental Values](#) include civic engagement and leadership, international and multicultural understanding, belief in the power of the liberal arts, and environmental stewardship. BSU is located amid the lakes and forests of northern Minnesota and occupies a wooded campus along the shore of Lake Bemidji. BSU balances rigorous academia with the opportunity to enjoy a fun, robust, outdoor culture. The proximity to the lake and the surrounding north woods allows easy access to an assortment of recreation.

The **Associate Director** is responsible for development, planning and implementation of a comprehensive program of marketing and communications to maintain and build awareness and appreciation of, engagement with, and support for Bemidji State University intercollegiate athletics.

Responsibilities of the Associate Director of Athletics for Media and External Relations include:

- Planning, directing and coordinating creation and distribution of communications about BSU athletic teams, competitions and athletes through in-game statistical data collection, text, photography, audio and video via email, social media, in-venue screens, the athletics website, and outside media. Ensuring high-quality facilities, equipment, technology, and timely information, and other support at BSU athletic events as needed for media and employees of competing teams.

Percent of Time: 60%

- Developing, maintaining and implementing a comprehensive, annual marketing and communications plan for BSU Athletics, including ticket sales, acquisition of business sponsorships, and an ongoing program of free and paid promotions and marketing through digital, print, and broadcast media, as well as special programs and events.

Percent of Time: 20%

- Leading the development of athletic ticket sales and business sponsorships and advertising to provide revenue in support of athletic programs.

Percent of Time: 10%

- Consulting with the Director of Intercollegiate Athletics and others on strategic communications, crisis communications, and reputation management for BSU Athletics.

Percent of Time: 5%

- Developing and managing the Athletics Marketing and Communications budget, including media sponsor partnerships.

Percent of Time: 5%

Minimum qualifications for this position include:

- A Master's degree plus three (3) years of experience leading a comprehensive program of athletics communications and marketing on behalf of a college or university is preferred, though a Bachelor's degree plus five (5) years of described experience is required.
- Outstanding verbal and written communication skills.
- Ability to supervise, direct, and instruct direct reports, including full-time staff, student workers, and game day volunteer staff.
- Knowledge of live Internet broadcasting, including knowledge on the setup and configuration of both hardware and software needed to deliver live audio and video broadcasts, as well as working knowledge of modern live, in-stadium video and audio production.
- Knowledge of data entry and manipulation in statistical software customized for use in college athletics.
- Knowledge of professional desktop publishing and graphic design software.
- A demonstrated commitment to the principles of diversity, equity, inclusion, and anti-racism.

Preferred qualifications include:

- A Master's degree plus three (3) years of experience leading a comprehensive program of athletics communications and marketing on behalf of a college or university.
- Knowledge of long-range, integrated marketing and communications planning and the ability to develop, implement and manage a plan one more years in length.
- Knowledge of and ability to manage visual identity and branding as used in marketing and communications materials and placement.
- Knowledge of sponsorship and advertising development and customer/community relations.

To facilitate the review, assessment, and evaluation process, please ensure that your application and/or resume clearly demonstrate fulfillment of these required and preferred qualifications.

Other considerations:

- All applicants must be able to lawfully accept employment in the United States at the time of an offer of employment.

- Official transcript(s) must be provided to Human Resources upon hire.
 - Employment for this position is covered by the collective bargaining agreement for the Minnesota State University Associate of Administrative and Service Faculty (MSUAASF) – [see agreement](#).
 - In accordance with the Minnesota State Colleges and Universities (MinnState) Vehicle Fleet Safety Program, faculty and staff driving on college/university business, who use a rental or state vehicle, shall be required to complete a vehicle Use Agreement form and conform to MinnState’s vehicle use criteria and consent to a motor vehicle records check.
 - BSU is a tobacco free workplace ([see policy](#)).
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APPLY ONLINE: <https://bemidjistate.peopleadmin.com/>

A complete application will include the following attachments:

- Cover letter, which addresses the required qualifications and your specific interest in working at BSU.
- Resume / Curriculum Vitae.

Inquiries about the position:

Brittany Lauritsen, Director of Athletics

Email: brittany.lauritsen@bemidjistate.edu

If you have general questions about this posting or submitting an application, contact Mary Miller at mary.miller@bemidjistate.edu

All employees must comply with department and institution procedures and policies, MinnState policies and procedures, as well as local, state and federal laws, regulations, guidelines and business and industry standards.

This description is intended to indicate the kinds of tasks and level of work difficulty required of the position. It is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar level of difficulty.

UNIVERSITY / COMMUNITY

WHY BEMIDJI:

Bemidji State University is nestled among the pines along the shores of Lake Bemidji, just blocks from a thriving downtown community. In this Northwoods setting, students, staff, and faculty have a variety of activities at their fingertips. Possessing all the charm and character of a college town, Bemidji remains a tight-knit community of good neighbors and engaged citizens who always come out to cheer for the Beavers. While the city of Bemidji — named after the Ojibwe Chief Shaynowishkung (nicknamed Bemidji) — is home to a diverse population of more than 15,000 people, it serves a regional population of more than 100,000.

Though quaint and historic, the city offers the urban conveniences upon which college students rely. Bemidji State is conveniently located minutes away from affordable restaurants, cozy coffee shops, grocery stores, city parks and more. Small, locally owned shops and art sculptures line the streets of downtown Bemidji, while national chains can be found in and around the Bemidji area, including an uptown selection of department stores and restaurants. Students at Bemidji State University have the opportunity to experience a dynamic local culture

and history. Bemidji also sits at the center of the legends of Paul Bunyan and Babe the Blue Ox. The famous statues of Paul and Babe greet students as they drive in from the south along Lake Bemidji.

The thriving downtown community presents ample opportunities for engagement off-campus. Among other things, there are fine-dining restaurants, cafes, and a natural foods co-op in downtown Bemidji. The historic Paul Bunyan Playhouse has a calendar of classic shows; restaurants and lounges offer weekly live music performances; the First Friday Art Walk provides a tour of new monthly art exhibits; and annual events such as the Loop the Lake Festival, the Dragon Boat Festival, the Blue Ox Marathon, Bemidji Winterfest, and The Minnesota Finlandia bring the community together.

For those who love the outdoors, there are wooded, multi-use trail systems within minutes of campus and community parks with walking trails, playgrounds and a skate park. Lake Bemidji State Park and its miles of navigable trails is located directly across the lake from BSU, and the Buena Vista Ski Area — just 12 miles north of campus — offers downhill skiing and BSU-sponsored student transportation in the winter months. Further, the Mississippi River Headwaters is a mere 45 minutes from Bemidji.

For further information [About BSU](#) visit our website at <http://www.bemidjistate.edu>.

Review a "special report on how this former lumber town has rebuilt itself as a high-speed, regional center of enterprise" at [Bemidji 2.0](#)

Other Resources:

- Visit Bemidji – <https://www.visitbemidji.com/>
- 218 Relocate / Greater Bemidji – <https://www.218relocate.com/>
- Bemidji Area Chamber of Commerce – <https://www.bemidji.org/>
- Explore Minnesota – <https://www.exploreminnesota.com/article/top-things-to-do-bemidji>

Statement of Notice

Bemidji State University prohibits discrimination and sexual violence of any kind. Contact the Title IX Coordinator if you have concerns regarding discrimination and/or sexual violence.

Per [Minnesota State System Procedure 1B.3.1](#), all universities and colleges must provide contact information of their Title IX Coordinator.

Megan Zothman, Campus Human Resources Officer & Title IX Coordinator

Email: TitleIX@bemidjistate.edu or Megan.Zothman@BemidjiState.edu

Phone: (218) 755-2502

1500 Birchmont Drive NE, Deputy Hall, Room 335, Bemidji, MN 56601

Bemidji State University is an Affirmative Action Equal Opportunity Employer and Educator. This document is available in alternative formats to individuals with disabilities. Consumers with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service.
