



Bemidji State University and Northwest Technical College
invite applications for the position of:

Assistant Director of Athletic Media Relations

MAPE JOB POSTING

CLASSIFICATION:	Information Officer 2 – (PCN 01121569)
OPENING DATE:	April 22, 2024
INTERNAL BID DEADLINE:	Monday, April 29, 2024, at 4:30 p.m.
CLOSING DATE:	Tuesday, May 14, 2024, at 11:59 p.m.
POSITION LOCATION:	Bemidji State University
JOB TYPE/SCHEDULE:	Unlimited / Nonexempt / Full-time; Required to work weekends during the academic year, depending on sport program assignments and the schedule of events, with evening work on certain weekdays also required.
PAY RANGE:	Depends on Qualifications; current pay range is \$24.20 – \$35.13 per hour

BEMIDJI STATE UNIVERSITY (BSU) invites applicants to join our team as an **Assistant Director of Athletic Media 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 **Assistant Director of Athletic Media Relations** is responsible for assisting the Associate Athletic Director for External Relations in all facets of operations and management of the Athletic Media Relations Office and the publicity of Bemidji State's 15 collegiate athletic programs, with special attention to football, men's and women's basketball, baseball and other sports as assigned, such as cross country and indoor and outdoor track and field, including but not limited to providing work direction for student staff; responding to media requests. Coordinating media interviews; advising coaches and student-athletes for media interviews and social media communications. Compiling game and season-long individual and team statistics and program record books.

Generating creative content for BSUBeavers.com as well as University and program social media channels. Producing, shooting and editing highlight videos, news stories, and promotional content for other university electronic outlets. The Assistant Director of Athletic Media Relations will be required to work weekends during the academic year, depending on sport program assignments and the schedule of events, with evening work on certain weekdays also required.

Responsibilities of the Assistant Director of Athletic Media Relations include:

- Compiling news releases, publications and printing material. Supervising and training of student staff and intern positions and identifying and assigning of short and long-term projects to student staff. Fostering positive interactions between department and media (local, regional, hometown and national). Cultivating story ideas to generate media coverage and social media interest. Coordinating interviews with local, regional and national media outlets. Assisting in maintenance and the development of content for BSUBeavers.com. Generating pregame notes packages, game programs, etc. appropriate to coverage; postgame recaps, highlights, interviews, etc. appropriate to coverage. Assisting in developing content for a monthly electronic newsletter and University magazine. **Percentage of time: 40%**
- On game day, assisting with the organization of statistical teams for department events. Compiling accurate statistics at events and distributing to media outlets, etc. Working with media to ensure those covering the events have all the information needed to shine the most positive and complete light on the department, its programs, coaches and student-athletes, through postgame interviews, game notes packages, rosters, pronunciation guides, etc. Overseeing and training student game day staff. **Percentage of time: 30%**
- Developing content, which includes video, for the department's and individual sport program social media channels. Managing department's content calendar. Assisting in the development and integration of contests, behind-the-scenes access, Q&As, trivia, contests and other tools of engagement. Assisting in the development and integration of graphic design elements such as infograph images, used to tell the story of events beyond text and aid in the marketing efforts of the department, programs, coaches and student athletes. **Percentage of time: 20%**
- Assisting in the identification and nominations for a variety of athletic and academic awards the department's administrators, programs, coaches and student-athletes are eligible for through NSIC, WCHA, and a variety of organizations. **Percentage of time: 5%**
- Completing historical research and archiving. Keeping accurate records of department programs, coaches and student-athlete accomplishments, photos and statistics. Assisting in the further development of the department's record books, rosters, award winners, etc. **Percentage of time: 5%**

Minimum qualifications for this position include:

- Bachelor's degree required, preferred degree in journalism, communications, sports marketing, public relations or related field.
- One year of experience working within sports information, intercollegiate athletics, public relations or electronic or in a print media setting.
- Strong written and interpersonal communication skills.
- Understanding of operations of a collegiate athletics department.
- Strong computer skills in desktop publishing, graphic design, video editing, statistical software and website maintenance.
- Understanding of new media.

- Understanding of standards and practices in media relations.
- Familiar with NCAA legislation regarding publicity activities.

Preferred qualifications include:

- Three years of experience working within sports information, intercollegiate athletics, public relations or electronic or in a print media setting.
- Proficiency in the use of software in the Adobe Creative Suite.
- Experience using Apple computers.
- A demonstrated commitment to the principles of diversity, equity, inclusion, and anti-racism.

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 Association of Professional Employees (MAPE), which can be found at <https://mn.gov/mmb/employee-relations/labor-relations/labor/mape.jsp>
- 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 annually.
- BSU and NTC are tobacco free workplaces ([see policy](#)).

TO APPLY:

Apply for **Vacancy Posting 75951**, on the Minnesota Management & Budget (MMB) website:
<http://mn.gov/mmb/careers/>

If you are unable to apply online, please contact the job information line at 651.259.3637
For additional information about the application process, go to <http://www.mn.gov/careers>

Internal Bid Process - Open for Bids from eligible MAPE members from 4/22 – 4/29/2024. Any current employee interested in this position and eligible to bid should submit a [Bid Application](#) by 4:30 p.m. on Monday, April 29, 2024, to Mary Miller in the HR office at mary.miller@bemidjstate.edu. The bid form may also be found on the [Human Resources website](#).

Note: Internal bid applications will be considered prior to filling the position via the public application process and, therefore, this posting may be closed due to contractual obligations.

Inquiries about the position:

Brittany Lauritsen, Director of Athletics
Email: brittany.lauritsen@bemidjstate.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, MnState 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>
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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.
