



## DIGITAL COMMUNICATIONS MANAGER (CONTRACT POSITION) JOB DESCRIPTION

### **BACKGROUND**

The Knight Commission, founded by the [John S. and James L. Knight Foundation](#) in 1989, is an independent group that leads transformational change to prioritize college athletes' education, health, safety, and success. Knight Foundation has been its sole funder to ensure its independence. Additional information regarding the Commission's impact, recommendations, and reports can be found at [knightcommission.org](http://knightcommission.org).

The ideal candidate will be passionate about the Knight Commission's desire to support the educational mission of intercollegiate athletics and the education, health, safety, and success of college athletes and will be able to convey the Commission's messaging through a hands-on communication strategy executed in an appropriate, thoughtful, and clear tone and style.

### **SPECIFIC AREAS OF RESPONSIBILITY AND EXAMPLES OF DUTIES**

As an independent entity outside of the formal legislative process and governance structure of intercollegiate athletics, the Knight Commission advances its recommendations through discussions with decision-makers, and stakeholders and external communications using both owned and earned media. The Knight Commission's communications goal is to educate and influence change agents to create measurable reform in college sports.

The Digital Communications Manager will report to the Chief Executive Officer and will be a member of the Commission's consultant team. This individual will execute on the strategic communications priorities of the Commission through the oversight of its various digital communications assets. Specific responsibilities and duties are as follows:

- A. Social Media (e.g., Twitter, LinkedIn, YouTube, etc.)
  1. Execute a comprehensive social media plan to increase and engage followers
  2. Recommend opportunities to maximize existing social media channels and new platforms effective in achieving outcomes to identified audiences
  3. Monitor all data/metrics to measure effectiveness and to recommend future tactics
  4. Create, edit, publish, and share social media content, particularly news articles featuring Knight Commission work, based on Commission communications goals and targeted audiences
  5. Monitor and leverage content of external social media accounts and influencers
  6. Anticipate and maximize opportunities available through key events and milestones:

- a. NCAA governance and legislative calendars and Division I conference and institutional events (e.g., Convention, Board of Governors, Division I Board of Directors, summer conference meetings, etc.)
- b. Division I athletics schedules (e.g., College Football Playoff, Final Fours, media days, NCAA Championships, etc.)
- c. Miscellaneous events organized by external entities (e.g., NACDA, LEAD1, conferences, speaking engagements, etc.)

7. Update YouTube channel with videos from Commission public sessions and webinars

#### B. Web site

1. Update web site content as needed (content updates do not include changes to site navigation or overall design)
2. Assist with presentation and archiving of dated content
3. Collaborate with external providers involved in web site hosting and maintenance

#### C. E-mail campaigns, electronic newsletters

1. Constant Contact
  - a. Create and distribute Constant Contact messages as needed
  - b. Maintain and update Constant Contact lists.
2. Create regular e-newsletter content in collaboration with Commission CEO and consultant team

#### D. Video and graphic development

1. Edit video assets created during public sessions to maximize audience engagement
2. Develop basic graphics and infographics as needed for various communications

#### E. Tracking and reporting

1. Maintain social media editorial calendar
2. Track and report communications activities (ongoing and completed) that serve as both an archive and roadmap to inform future activities.

F. Participate in regular communications calls and meetings

1. Weekly communications calls (one hour weekly)
2. Weekly consultant calls (typically one hour weekly plus as needed)
3. Leadership calls (one hour monthly or as needed)
4. Committee calls (one hour monthly or as needed)
5. Full Commission calls and in-person meetings (typically held over two days)

G. Other duties as assigned

**PREFERRED QUALIFICATIONS AND SKILLS**

- Experience and demonstrated skills in broader, strategic thinking coupled with practical skills in digital communications execution
- Proficiency with web site content management (specifically WordPress)
- Proficiency with Constant Contact and social media
- Strong verbal and written communication skills
- Ability to work collaboratively with Commission members and consultants and externally with various organizations

The Commission does not currently generate content on a daily or weekly basis but it does generate substantial content during anticipated peak periods. Additionally, the Commission must also be well-positioned to communicate statements or to react to situations that require a quick turnaround.

This position will average 20 hours per week with varying degrees of time-sensitive, high-capacity work over the remaining four-month contract period in 2022. Knight Commission consultants and contractors are subject to performance review on a regular basis before yearly renewal.

Interested candidates should send a cover letter and resume to [info@knightcommission.org](mailto:info@knightcommission.org).