JOB DESCRIPTION
The UNIVERSITY of OKLAHOMA

Athletic Communications Director

Job Code: 8280

Salary Grade: S09

FLSA Status: Exempt

Job Family: Athletics

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Job Responsibilities

Serve as the primary communications contact for assigned sport(s), overseeing all aspects of media relations and digital content. Responsibilities include creating original written content such as features and press releases, designing media guides, compiling and maintaining statistics, and managing website and social media content. Coordinate and conduct media interviews, approve credentials, and travel to select away events to provide on-site coverage. Support departmental communications efforts through collaboration on interview sessions and coverage of additional sports and events as needed. Assist in daily office operations and contribute to the overall success of the communications team.

- Manages the official website and social media accounts for assigned sports.
- Provides live updates during events via social media and live stats platforms.
- Develops written content, including feature stories and press releases.
- Pitches story ideas to local and national media.
- Coordinates and schedules media interviews.
- Prepares and distributes weekly game notes for TV, radio, and media outlets.
- Tracks and records in-game statistics and maintain season-long statistical records.
- Distributes stats to coaches, media, and opposing teams as needed.
- Conducts postgame press conferences (e.g., Women¿s Basketball).
- Manages press areas and assist with game-day media operations in coordination with Marketing, Event Management, and SoonerVision.
- Develops and produces game programs, media guides, flip cards, and related materials for media and fan engagement throughout the season.
- Processes, approves, and distributes media credentials in compliance with established guidelines.
- Assists with recruiting-related projects and department-wide communications efforts.
- Provides support for other sports as needed.
- May assist in supervising a postgraduate intern and one student intern
- Performs other duties as assigned

Minimum Requirements

Education:

- Bachelor's degree

Experience:

- 2 years of experience in sports information, media relations, athletic communications, or related field

Required Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Excellent written and verbal communication skills
- Ability to coordinate media events, interviews, and press conferences effectively
- Strong organizational and time management skills to handle multiple tasks and deadlines.
- Competency in using digital tools for website management, social media, and content updates
- Ability to work independently and collaboratively within a team environment.
- Capacity to build and maintain positive working relationships with a wide range of stakeholders, including media, athletic staff, students, and vendors.
- Strong understanding of sports media relations and public relations principles

- Familiarity with statistical tracking and sports statistics management.
- Knowledge of social media platforms and content management system
- Knowledge of of NCAA compliance and college athletics operations

Working Conditions

- Office setting with frequent work in sports venues which may include stadiums, arenas, and practice facilities
- Requires flexible hours, including evenings, weekends, and holidays, based on game and event schedules.
- Travel is required for coverage of games, tournaments, conferences, or special events.
- Ability to sit or stand for extended periods and perform effectively in a fast-paced, high-pressure environment.

Printed Date: 11/16/2026