



JOB APPLICATION PACKET

Position Opening:

Director of Communications



Missouri State High School Activities Association

P.O. Box 1328, Columbia, MO 65205-1328

Phone - (573) 875-4880 Fax - (573) 875-1450

Email - email@mshsaa.org

ATTENTION SCHOOL ADMINISTRATORS AND COACHES MSHSAA EXECUTIVE STAFF POSITION OPENING

The MSHSAA Board of Directors hereby announces a position opening on the MSHSAA Executive Staff.

Your assistance is appreciated to circulate the enclosed job description to individuals who may be interested in the position. Please post a copy so staff members may view. Feel free to pass on to other interested individuals.

The position is Director of Communications.

The general responsibilities of this position include media relations, media rights and broadcast management, public information, publications production, and championship operations.

Applications are now being accepted through January 29, 2024. Interested persons who would like to learn more should contact Dr. Jennifer Rukstad, Executive Director, MSHSAA, P.O. Box 1328, Columbia, MO 65205-1328, telephone 573-875- 4880 or by email at email@mshsaa.org.

Thank you for your willingness to promote this job posting.

Enc.



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Position Opening Director of Communications

Job Description

- Serve as the primary contact for media inquiries; establish and maintain relationships with local, regional, and national media outlets.
- Serve as the primary spokesperson for the organization and handle media inquiries effectively.
- Manage operations of MSHSAA.TV to include media rights, broadcast management, production, and distribution.
- Develop engaging and relevant content for various platforms, including press releases.
- Create and update content on the association website, ensuring accuracy and timeliness.
- Coordinate and oversee championships operations, including press box management, statistics, public address, and media accommodations.
- Manage productions of all championship publications.
- Manage statistical databases and historical records for the association.
- Coordinate with executive staff to develop and implement a comprehensive communications strategy aligned with the organization's goals and objectives.
- Ensure all communications align with the association's values and messaging guidelines.
- Collaborate within operations team, including marketing and digital media, to ensure alignment in communication strategies.
- Serve as a representative of MSHSAA to superintendents, principals, advisory committees, activities/athletic directors and coaches/sponsors in the administration of the interscholastic activities program.
- Communicate and promote the value of interscholastic participation, sportsmanship and the mission of MSHSAA on behalf of the member schools.
- Supervise various support staff, and other duties as assigned.

General Qualifications

- Education
 - Bachelor's degree in Communications, Public Relations, Marketing, or a related field (Master's degree preferred).
- Experience required: **Senior communications role**, preferably in the areas of sports information, public relations, or a related field within the sports industry.
- Excellent written and verbal communication skills.
- Strong leadership and team management abilities.
- Crisis management experience and the ability to remain composed under pressure.
- In-depth knowledge of media relations, social media, and emerging communication trends.
- Ability to think strategically and contribute to overall organizational goals.
- Ability to organize and work with others
- Positively and effectively communicate the mission and processes of the association

- Proficiency in statistical software and sports information systems.
- Knowledge of MSHSAA or relevant sports organization rules and regulations.
- Familiarity with graphic design and multimedia production is a plus.
- Ability to work flexible hours, including evenings and weekends during the championship seasons.
- Ability to make effective public presentations, written and oral, and to develop and maintain satisfactory relations with school personnel, news media and the public at all levels
- Strong computer skills; ability to operate computer programs is essential
- Knowledge of office procedures and ability to work with and supervise adult office personnel
- Collaborative personality, good judgment, tact, integrity, and ability to cope with unforeseen situations
- Ability to work with diverse groups
- Must have good general health

Employment

- Starting date for position as soon as April 1, 2024, and no later than July 1, 2024, earlier preferred

Time Line for Completing Employment Process

- January 29, 2024 – deadline for applications
- February or March, 2024 - Selection completed
- July 1, 2024 - Employment begins (Date may be negotiated)

Salary

- Commensurate with qualifications: minimum \$103,000

Applications

Candidates shall submit the following:

- One-page letter of application explaining why you should be considered for the position,
- Full resume, including full academic background, work history, and significant accomplishments
- Three letters of recommendation,
- Official Transcript(s) for all post-secondary education
- Sample of written or published work

Inquiries and Application Packet should be mailed or emailed to:

Dr. Jennifer Rukstad, Executive Director, MSHSAA, P.O. Box 1328, Columbia, MO 65205-1328 or
email@mshsaa.org, attn: Dr. Rukstad

MSHSAA is an Equal Opportunity Employer and does not discriminate on the basis of sex, creed, color, national origin, disability, or age. All qualified persons are encouraged to apply.