

Athletic Administrator Job Description

Duties and Responsibilities:

- Manage the hiring, recruitment, and assessment of coaches and athletic department staff, ensuring a high level of competence and professionalism
- Develop and run budgets for athletic programs, allocating resources for equipment, travel, salaries, team needs, and other operational expenses
- Serve as a link between leagues, government agencies and other organizations, and respond to inquiries
- Plan, organize, and execute sports events, tournaments, competitions, and initiatives to promote community participation
- Recruit, train, and manage athletes, staff, and coaches, and also manage the maintenance and operations of sports facilities and equipment
- Manage scheduling for all athletic events, including games, practices, and facility usage, to ensure efficient use of resources and compliance with league or conference regulations
- Ensure adherence to policies, rules, and safety standards, including knowledge of sport law
- Create and manage schedules for practices, games, tournaments, and other sporting events, and handle complex logistics and marketing
- Impose academic standards on student-athletes to encourage academic achievement and eligibility for participation in athletic programs
- Develop and manage wellness and personal development programs for athletes, focusing on career planning, life skills training, and mental health
- Negotiate contracts and agreements with sponsors, vendors, and external organizations for equipment, funding, and event hosting

- Direct fundraising initiatives and build relationships with donors, community members, and alumni to secure financial support for athletic programs
- Develop marketing and promotional strategies to help grow the athletic program, and implement safety protocols and handle risks associated with sports participation
- Purchase and maintain necessary sports equipment and supplies, and manage the maintenance, safety, and upkeep of athletic facilities and equipment.

Athletic Administrator Requirements – Skills, Knowledge, and Abilities

- **Significant Experience:** Athletic administrators can acquire work experience through taking up roles in sports management, leadership skill development, compliance, coaching, and budgeting. The athletic administrator's work experience is mostly gained from the beginning of their career through volunteering, part-time roles, or internships.
- **Financial Management:** Athletic administrators need to understand how to handle funds, manage revenue, and ensure financial stability for the athletic department. They must learn how to create and manage budgets, forecast expenses, and make informed financial decisions to ensure the program's financial health and sustainability.
- **Facility Management:** Athletic administrators need the technical knowledge to manage and make the most effective use of sports facilities, equipment, and other resources to ensure they are adequate and safe for participants and also meet the needs of athletes and programs.
- **Data Analysis:** This involves the ability to analyze data to track and improve program performance, make informed decisions, and understand trends within the athletic department. It's very important for athletic administrators to make an effective use of athletic activities for the overall success of the team.
- **Strategic Planning:** Athletic administrators must be ready to develop long-term plans, strategies, and visions to promote the overall success of

the athletic program, leveraging technology and data for effective execution.

- **Knowledge of Sports Regulations and Compliance:** Athletic administrators must understand and apply federal, state, and institutional rules related to sports, safety, and health as a fundamental technical requirement. They need to ensure that the athletic program adheres to all the relevant rules, regulations, and policies set by governing bodies like the NCAA.
- **Marketing and Promotion:** Athletic administrators need to possess the technical skills in marketing to promote athletic programs, teams, and events successfully. They must use marketing strategies to generate interest and support university athletics.
- **First Aid/CPR:** It's necessary for athletic administrators to hold certifications in First Aid and CPR to ensure readiness for emergencies. If an athlete develops injury, the administrator will use their expertise in First Aid to get the appropriate remedy.
- **Sports Medicine and Rehabilitation Tools:** Some roles, such as athletic administration, may require familiarity with sports medicine and rehabilitation techniques, and the tools and software used in these areas of specialization.
- **Data Management:** This is one of the technical skills for athletic administrators to have to be able to manage different databases, such as those for athlete information, suppliers, and sporting goods. This will allow for effective resources allocation and tracking.
- **IT and Software Proficiency:** Athletic administrators need to have the knowledge of sports management software, word processing, spreadsheet, and other computer tools required for managing data, streamlining operations, and improving efficiency.
- **Budgeting:** Having some budgeting skills will enable athletic administrators to create, oversee, and maintain departmental budgets for different purposes, such as equipment, facilities, travel, and salaries.
- **Event Management:** For athletic administrators to be able to plan, organize, and execute athletic tournaments, events, and travel logistics effectively, they need to have strong event management skills.

- **Effective Communication:** Athletic administrators need to possess excellent communication skills to interact with different stakeholders, including athletes, coaches, and staff, among others.
- **Organizational Skills:** Athletic Administrators need the ability to plan and organize facilities, programs, events, travels, budgets, paperwork, and schedules for effective operation of their department. They take care of many of the logistical details involved with game schedules and management, and other technical issues.
- **Honesty:** Athletic administrators need to be honest in their role and stick to their word to gain respect from athletes and coaches. Administrators who play by the rules and keep the best interest of the athletes at all times are usually respected by athletes and coaches.
- **Leadership:** Athletic administrators must inspire vision and guide teams through strategic planning, to help them manage the coaching staff. Leadership skills for the athletic administrator role are a must have. Administrators need management expertise to maintain a department of well-rounded, ethical, and highly regarded coaches.