

Athletic Director Job Description

Duties and Responsibilities:

- Develop and execute strategic plans for all athletic programs, ensuring their alignment with the institution's mission
- Plan, manage, and distribute the athletic department's budget, finances for equipment, salaries, and facility upkeep
- Ensure compliance with all related regulatory bodies like the NCAA, state high school athletic associations, or NAIA
- Direct all athletic games, including game management, emergency personnel and apparatus, security, and ticket sales
- Stand for the school, as required, at conferences and state meetings for administering the interscholastic athletic program
- Maintain records and proper documentation of athletic program activities, events, participation, and related information for the purpose of complying with school policies and applicable laws and regulations
- Ensure professional relationship with media sources for the purpose of providing information about schedules, postponements or cancellations, records, sporting event statistics, and other relevant information
- Work together with others for the purpose of scheduling additional activities that happen before, during, and after sporting events, such as musical programs, scorers tables, half-time programs, police coverage, ticket sales, availability of on-site medical care, recognitions, and other related activities
- Manage all injuries and accidents according to the school policies and applicable laws and regulations, such as reporting and documentation requirements
- Team up with other departments within the institution to promote an organized and unified vision for the school or university
- Engage in fundraising activities and build relationships with boosters, alumni, and the broader community to assist the athletic program
- Promote student-athletes' academic, positive ethical standards, and athletic development, and ensure eligibility

- Set a strategic vision and plan for the athletics program, in the context of the Academy or institution's larger vision, mission, and strategic goals
- Manage the High School and Middle School athletic programs in coordination with the Principal
- Create materials to advertise athletic and sporting events, both in electronic and printed formats, for the purpose of distributing information and promoting enhanced awareness among students, staff, and the community in recognizing and assisting the school's athletic programs, and attending events
- Manage data documentation, proposal development, report preparation, and different other fundamental internal support activities
- Perform extra tasks as assigned by the assistant athletic director/marketing or associate athletic director/marketing
- Oversee scheduling community events and appearances by athletes and staff with the aim of building visibility in the community
- Team up with the assistant athletic director/marketing in creating a marketing strategy for group, season, and individual ticket sales for men and women baseball and basketball
- Research all avenues to drive ticket sales and create new ideas for interest and sales in all sports.

Athletic Director Requirements – Skills, Knowledge, and Abilities

- **Sports Management Software:** Athletic directors need the skills in tools used for team communication, performance tracking, athletic recruiting, and scheduling. Some sports management software includes financial tools, data visualization software, and communication tools, among others. Proficiency in these tools allows for efficient operations, data-driven decision-making ability, and strategic planning.
- **Budgeting Software:** Athletic directors need budgeting software skills that include proficiency with spreadsheet software, such as Google Sheets or Excel for data organization and formula use, financial management, and data analysis.

- **Data Analytics Tools:** This involves the use of data to analyze track participation and make data-driven decisions and program effectiveness. The tools athletic directors should have proficiency in include data visualization tools, SQL, and Microsoft Excel.
- **Compliance Software:** Athletic directors need to have some experience with data tracking tools, rules education platforms, compliance management systems, and ensure adherence to sports regulations and governing bodies like the NCAA.
- **Event Management:** Athletic directors require skills in communication, financial management, problem-solving, and organization to manage events and ensure they run smoothly and effectively. This involves the ability to coordinate and manage the logistical aspects of athletic events.
- **Strategic Planning:** This involves the ability to use technology and data to develop long-term strategies and objectives for athletic programs. Athletic directors need to combine resource management, data-driven decision-making, long-term vision, and ability to adapt to change to ensure the success and sustainability of athletic programs.
- **Financial Management:** Athletic directors need the skills in financial forecasting, budgeting, expense tracking, revenue generation, and strategic planning to be effective in their role. They should be able to analyze financial trends within the sport industry, understand different funding sources, and oversee both internal and external financial restrictions.
- **Marketing and Social Media:** Athletic directors need proficiency in social media management and the ability to develop effective marketing strategies to be effective in using digital tools and platforms to manage social media accounts, publicize events, and promote programs.
- **Fundraising Platforms:** Athletic directors need to become familiar with tools like fundraising platforms for campaign tracking and credit card processing, CRM systems, donor management software, and strategies for raising money for athletic programs. They also need to have good knowledge of data analysis for reporting and the ability to create compelling stories to drive donations and donor engagement.
- **Communication:** Athletic directors should have effective communication skills, like writing, listening, and ability to articulate

information to interact with athletes, coaches, staff, and the public. Having effective communication skills is also necessary for communicating with the directors from other schools when creating schedules for the season.

- **Leadership:** Athletic directors need exceptional leadership skills to communicate with other administrators and coaches in school, and to lead meetings and provide direction to others. This will help inspire and motivate people to perform at their best, encourage a positive and inclusive team culture, and simplify expectations.
- **Knowledge of Sports:** It's important for athletic directors to develop thorough knowledge of various sports so that they can efficiently manage a range of programs, giving all participants the assistance they need to succeed. They also need to understand the rules, regulations, and technical aspects of different sports to provide valuable guidance and support.
- **Strategic Planning:** Athletic directors can develop actionable plans and initiatives to drive growth and offer support. They may consider factors like program development opportunities, available resources, and market trends to ensure they are making informed, logical decisions. Strategic planning skills may also be used for equipment needs, overall program development, and scheduling.
- **Budgeting:** For Athletic directors to effectively allocate resources for various aspects of a school's athletic program, they need strong budgeting skills. The skill will help them analyze financial data, forecast expenses, and make informed decisions to ensure the program functions within its financial means.
- **Decision-Making Ability:** Having this skill will enable athletic directors to decide quickly which action is best in different situations. They will be more effective performing their duties with the help of this skill. For example, decision-making skills will assist them when carrying out difficult tasks like disciplining student athletes who fall behind on academic requirements, and dismissing employees.
- **Problem-Solving:** Athletic directors need the ability to identify problems, understand what's causing them, and apply the right solution. For example, they may cancel a game due to severe weather condition.

To resolve the issue, they may work in partnership with other directors in finding a suitable day to reschedule the game.