



Director of Strategic Communications and Fan Engagement

Kentucky Wesleyan College, a private, liberal arts college with a long-standing reputation for quality and academic excellence, is seeking applications for a full-time Director of Strategic Communications and Fan Engagement to join our community. The title of Assistant Athletic Director of Strategic Communications and Fan Engagement would be considered for a more experienced applicant.

Major Responsibilities

- Promotes the athletic department and the college to various constituents, including fans, alumni, and prospective students.
- Maintains and updates the athletic website.
- Develops and implements a comprehensive social media plan for the athletic department.
- Serves as the athletics contact with local, regional, and national media.
- Performs and reports team statistical information to the media, G-MAC, and NCAA.
- Researches, writes, and edits news releases, including game recaps and student-athletes feature stories.
- Oversees video/audio streaming of home contests on G-MAC Digital Network.
- Creates and distributes newsletters, fundraising correspondence, and special event correspondence.
- Assists with production and execution of special events (e.g., Athletic Hall of Fame), including program design and creation/production of video packages.
- Manages press box and scorer's table operations at all home contests.
- Compiles statistics and other necessary information to ensure appropriate recognition of student-athletes.
- Maintains current and historical files for all KWC sports, including maintaining an extensive photo library and coordinating the photography needs of the department.
- Travels with teams as needed and/or requested.

Qualifications

- Bachelor's degree. Master's degree preferred.
- One to three years of related experience.
- Excellent written and verbal communication skills.
- Extensive computer skills, including desktop publishing, athletic statistical software, and internet website design and maintenance. Experience with SideArm Sports is preferred.
- Up to date knowledge of social media trends.
- Graphic design and video editing skills.

- Attention to detail, accuracy, and clarity.
- Ability to work under deadlines while maintaining flexibility and a collaborative spirit.

Employee Benefits

This full-time position has access to a full range of employee benefits, including health, dental, vision, and life insurance; retirement plans; a generous benefit time program; and tuition benefits. Due to the college's not-for-profit status, employees of Kentucky Wesleyan may be able to receive loan forgiveness under the Public Service Loan Forgiveness Program of the US Department of Education.

Application Process

To apply, complete the online application at <https://kwc.edu/application-for-employment/>. As part of the online application, please attach a file that contains a cover letter, current resume, and contact information for three professional references. Review of application materials will begin immediately and will continue until the position is filled. An official transcript for the highest degree awarded will be required of the hired candidate, as will a background check. The College will not sponsor applicants for work visas.

Kentucky Wesleyan College is an equal opportunity employer and is committed to attracting qualified candidates from underrepresented groups.

Additional Information

About Kentucky Wesleyan College

Kentucky Wesleyan College is a private, four-year liberal arts institution located in the vibrant city of Owensboro. A United Methodist-related college founded in 1858, Wesleyan is known for excellence in academics and a superior residential experience. Kentucky Wesleyan College has been consistently ranked by U.S. News & World Report as one of the Best Regional Colleges in the South as well as one of the Top Performers in Social Mobility in the South. The Princeton Review has also recognized KWC as a "Best in the Southeast" college for several consecutive years.

Kentucky Wesleyan students can choose from 29 majors and 13 pre-professional curriculums. Classes have a 13-to-1 student-faculty ratio, and 88 percent of the faculty have a Ph.D. or terminal degree. The College is accredited by the Southern Association of Colleges and Schools Commission on College.

The Kentucky Wesleyan Panthers compete in NCAA Division II and are charter members of the Great Midwest Athletic Conference comprising teams from Ohio, Michigan, Kentucky, and Tennessee. Athletic teams include baseball, basketball, football, golf, soccer, softball, tennis, volleyball, and wrestling.

The College employs approximately 200 faculty and staff who work together on a single campus. Kentucky Wesleyan provides a challenging and supportive academic experience for students as well as a positive and stimulating work environment for employees.

A hallmark of the Kentucky Wesleyan experience includes “The Wesleyan Way,” beliefs which guide the entire college community:

- We do everything with honor.
- We always support each other.
- We will compete with integrity.
- We love each other in Christ.

Kentucky Wesleyan College values the unique contributions of all members of our campus community. As part of our mission to prepare future leaders intellectually, spiritually, and physically, we strive to provide an atmosphere that encourages and challenges all members of the Kentucky Wesleyan College campus community to exhibit an understanding and appreciation of cultural and human differences. We are committed to being a community that reflects the diversity of our larger society. We expect all members of our institution to actively create and maintain an inclusive learning and living environment that embraces diversity in all forms, including race, ethnicity, gender, gender identity, socio-economic status, national origin, sexual orientation, disability, religion, and thought.

About Owensboro, KY

Kentucky Wesleyan College is located in the hospitable city of Owensboro, Kentucky, a vibrant, beautiful, and safe city nestled on the banks of the Ohio River. Owensboro is small enough to promote a hometown atmosphere yet large enough to support many amenities usually only available in much larger cities. Daviess County is home to 110,000 residents and is easily accessible from metropolitan locations such as Louisville, KY; Nashville, TN; and St. Louis, MO.

Owensboro’s revitalized downtown area features a state-of-the-art convention center, several new hotels, and a range of entertainment options with unique restaurants and shops. Twenty-five parks, totaling 953 acres, encircle the city, which hosts over 20 annual festivals – attracting visitors from throughout the region.

Suggested Websites

Additional information about Kentucky Wesleyan College, the Panthers, and the Owensboro community may be found at:

- <https://www.kwc.edu/>
- <http://www.kwcpanters.com/>
- <http://www.owensboro.org/>
- <https://edc.owensboro.com/>
- <https://visitowensboro.com/>