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Commissioner
Michael Gilleran

WCC DIRECTOR OF COMMUNICATIONS & NEW MEDIA

The Director of Communications and New Media is a key part of the WCC's External Relations staff and will work directly with print/electronic media, sports information directors and conference administrators. This is an exempt position reporting to the Associate Commissioner for External Relations. This position will require nights, weekends and travel. General responsibilities include, but are not limited to, the following:

Media Relations

- › Primary media relations contact for men's basketball and serves as the media coordinator for the WCC Men's and Women's Basketball Championships
- › Cultivate and pitch WCC stories to local and national media members. Develop and maintain relationships with local and national media members, including writers, bloggers, analysts, TV talent and producers
- › Responsible for production of men's basketball media guide and will serve as co-editor of WCC All-Sports Media Guide
- › Also serves as primary media contact for women's soccer, men's and women's golf and possible other sports as assigned
- › Serve as ongoing contact with NCAA Selection Committees to provide pertinent information on conference institutions
- › Primary contact for media requests made to the WCC Office. Also will work in conjunction with Media Relations Directors at conference institutions to set up interviews for coaches and/or administrators
- › Oversee the WCC's NCAA stats reporting process

Administrative

- › Manage all aspects of the conference awards programs (i.e. POW, POM, Commissioners Honor Roll, all-conference, and all-academic teams)
- › Liaison for the member institutions' Sports Information Directors and the Awards Committee to the Executive Council
- › Assist Associate Commissioner with day-to-day men's basketball television responsibilities

New Media

- › Identify new media/exposure opportunities for the WCC and create original written content for wccsports.com
- › Day-to-day manager of the official WCC web site --- wccsports.com.
- › Will work closely with Associate Director of Communications & Marketing and Communications & New Media Coordinator to develop comprehensive new media plan for WCCTV.com, Facebook, Twitter, etc.
- › Work with CBS Online to maintain up-to-date information and special features such as "tournament central" pages, feature stories, and interactive media

QUALIFICATIONS: Bachelors Degree required. Five years of sports information/media relations experience required. A desire or demonstrated commitment to work in the field of intercollegiate athletics is preferred. Strong organization and communication skills, and knowledge of and comfort with computer/editing software (Mac OS, Stat Crew, Microsoft Word, Final Cut Pro and Excel) are required. The ability to work independently and meet deadlines is a must.