

# Director of Media Relations- Job Description

Reports To: GHSA Executive Director

## Summary

The Director of Media Relations is involved in all aspects of developing media-based communication strategies. The Director of Media Relations is responsible for promoting and protecting the Georgia High School Association's reputation by developing and executing media and public relations strategies and plans for brand building using various media outlets. The Director of Media Relations also maintains the GHSA Constitution and By-Laws, creates various meeting agendas, minutes and various materials for the Board of Trustees, State Executive Committee, and subcommittees. Other duties may be assigned as necessary.

## Scope of Duties

- Produce and publish press releases for the organization.
- Run the press boxes on site for various championship events.
- Issue radio and video contracts for playoff events.
- Coordinate interviews between the media and association members.
- Answer requests from the media regarding rulings, decisions and investigations.
- Produce and publish the GHSA Newsletter each month.
- Update and publish the GHSA Calendar.
- Update and publish the GHSA Constitution and By-Laws.
- Record and publish the previous year's playoff results.
- Publish the Football Schedule Booklet.
- Prepare materials for all association meetings.
- Update content on the GHSA website (ghsa.net).
- Use various social media platforms to inform the public on various issues.
- Familiarity with Content Management Systems.
- Basic knowledge of HTML.
- Ability to execute image editing.
- Capability of working with files (creating, copying, moving, exporting etc.)
- Familiarity with Microsoft Office.

## Requirements

- Bachelor's Degree, preferably in Communications, Journalism, Public Relations, or related field.
- Multiple years in Public Relations, Media, Journalism, or related field is preferred.

- Software Skills in desktop publishing and word processing.
- Have a working knowledge of high school athletics and activities in Georgia.
- Must have the ability to work effectively in a team setting.
- Proven ability to develop and maintain strong professional relationships with internal and external stakeholders.
- Must be capable of maintaining confidentiality, with a high level of accuracy regarding information.

#### Job Posting: Director of Media Relations

The Georgia High School Association requires a Director of Media Relations who will be involved in all aspects of the development and implementation of the GHSA's media-based communication strategies.

The Georgia High School Association offers a competitive salary package and retirement plan.

Qualified applicants should contact Dr. James R. Hines at [robin.hines@ghsa.net](mailto:robin.hines@ghsa.net).