



PIAA District One

Athletic Communications and Business Development Coordinator

Position Summary

The District One Athletic Communications and Business Development Coordinator is a part-time role focused on increasing visibility, improving communications, and supporting revenue growth for the organization. The athletic coordinator shall work to promote member schools, student-athletes, and athletic programs through digital media, public relations, and sport communications, while also creating advertising and sponsorship opportunities.

The District One athletic coordinator will report to the PIAA District One Executive Secretary and District One Chairman.

Essential Duties and Responsibilities

Communications and Media Relations

- Build relationships with member schools, along with local media outlets.
- Serve as a media contact for District One.
- Prepare and distribute press releases, game summaries, feature stories, and other related materials.
- Assist in coordinating media coverage for athletic events, championships, and special programs.
- Assist in responding to media inquiries and coordination of championship interviews.

Website and Social Media Management

- Assist the Executive Director with the website and management of social media postings.
- Create content highlighting schools, student-athletes, coaches, teams, and achievements.
- Use social media strategies to increase visibility, engagement, and awareness.
- Assist the Executive Director in updating schedules, results, and announcements.

Marketing, Sponsorships, and Revenue Development

- Promote the organization through marketing and community outreach.
- Secure advertising and sponsorship opportunities with local and regional businesses.
- Develop advertising packages for events, championships, digital platforms, and the website.
- Establish and maintain sponsor and advertiser relationships.
- Work with District One leadership to expand revenue opportunities.

Qualifications and Preferred Skills

- Bachelor's degree in a related field preferred.
- Knowledge of high school or collegiate athletics.
- Strong written, verbal, and interpersonal communication skills. Experience in athletic communications, sports information, marketing, media relations, or a related field.
- Graphic design, photography, or video content experience.
- Familiarity with sponsorship sales and business development.
- Proficiency with website content management and social media platforms.
- Proficiency in Microsoft Office and related applications.
- Strong organizational skills and attention to detail.

Work Environment

- The part-time position allows work from home with the occasional evening and weekend responsibilities during championship seasons.

Compensation — TBD (part-time position)

Deadline of Submission – September 30, 2026.

Interested persons can submit a letter of interest and a copy of a resume to the District One Office:

Sean Kelly skelly@piaa.org © 267-884-1028