

# Wisconsin Interscholastic Athletic Association

## Marketing and Communications Assistant

### Position Vacancy



The Wisconsin Interscholastic Athletic Association (WIAA) staff seeks qualified candidates for the position of Marketing and Communications Assistant that embrace the purpose of the WIAA membership and to help bring our story telling to the next level. The marketing and communications assistant will support the daily operations of the marketing and communications department and contribute to the growth and operations of the WIAA, all while helping to uphold the brand's identity and goals.

#### SEARCH TIMELINE

**Posting**

April 2, 2025

**Deadline for Application**

April 30, 2025

**Interviews**

May 12-14, 2025

**Start Date**

June 2, 2025

*The Wisconsin Interscholastic Athletic Association provides equal opportunity in education and employment and does not discriminate on the basis of race, religion, color, national origin, sex, age, marital status or handicap.*

[wiaawi.org](http://wiaawi.org)

#### KEY DUTIES AND RESPONSIBILITIES

- ◆ Manage and oversee daily social media activity, including content creation, engagement and development of graphics and videos
- ◆ Provide onsite social media coverage during State Tournaments and special events
- ◆ Assist in the creation and maintenance of digital promotional materials, as well as promotional content for apparel stores
- ◆ Assist with the development and promotion of special campaigns
- ◆ Independently answer routine questions and professionally represent the WIAA in interactions with athletic directors, coaches, officials, media and general public
- ◆ Oversee member school and officials mailed communication
- ◆ Perform general clerical duties
- ◆ Special projects and other duties as assigned
- ◆ Assists in duties of the Marketing and Brand Manager and Director of Communications such as corporate sponsorships, event planning, media credentialing, website updates, etc.

#### QUALIFICATIONS

- ◆ Bachelor's degree in marketing, communications or related field (or equivalent experience).
- ◆ **Interpersonal Skills:** Works well with others from diverse backgrounds. Focuses on maintaining a positive, cooperative, poised demeanor; open to others' ideas, and contributes to building a positive team spirit. Ability to prioritize work, strong organizational skills and efficient time management skills are all key components to successfully meeting the requirements of this position.

- More -

## APPLICATION

**For full consideration, please submit the following materials.**

- ◆ A formal letter of application
- ◆ A resume that reflects the qualifications, skills, and experience for the position
- ◆ Two letters of recommendation and two additional references

**Send all application materials electronically to:**

Kassie Mortimer, Assistant Director  
kmortimer@wiaawi.org  
(715) 344-8580

## COMPENSATION

This is a 40 hours per week position with negotiable compensation determined based upon the candidate's experience and expertise. The WIAA provides 100% premium payments for medical, dental, term life, and disability insurance. Other benefits include sick leave, HSA, vacation, and highly competitive employer contribution to retirement. Other benefits may be provided by the Board of Control.

- ◆ **Computer Skills:** Strong proficiency in social media platforms (Facebook, Instagram, X, YouTube, etc.) and design tools (e.g., Canva, Adobe Creative Suite). Basic knowledge of website management tools and digital content creation, along with Google Suite.
- ◆ **Language Skills:** Ability to communicate effectively both verbally and in written form.
- ◆ **Reasoning Ability:** Ability to apply common sense understanding to carry out instructions furnished in written, oral or infographic form. Ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation and then formulate a response.
- ◆ **Other Skills and Abilities:** Education-based athletics background and/or a passion for athletics extremely beneficial.
- ◆ **Photography Experience (preferred but not required):** Particularly in sports photography to capture high-quality images at events.

## PHYSICAL DEMANDS

- ◆ The physical requirements indicated below are examples of the physical aspects that this position classification must perform in carrying out essential job functions.
- ◆ Persons performing service in this position classification will exert ten to twenty pounds of force frequently to lift, carry, push, pull or otherwise move objects. This type of work involves sitting and will involve walking or standing.
- ◆ Reasonable accommodations may be made to enable a person with a disability to perform the essential functions of the job.

## THE ASSOCIATION

- ◆ The Wisconsin Interscholastic Athletic Association, as defined by its Constitution, is a voluntary, unincorporated, and private nonprofit 501(c)(3) organization. The Association has a diversified membership of public high schools, nonpublic high schools, public middle schools, and nonpublic middle schools. The WIAA, formed in 1896, is the first state high school athletic association organized in the country. The WIAA oversees athletics in Wisconsin and sponsors 27 sport programs.
- ◆ The membership consists of 513 member high schools and 36 middle/junior high schools divided into seven geographic Board of Control districts. The 20-member executive office staff administers Association policies, rules and regulations, and provides other assistance and service to member schools, as well as registering licensed officials.
- ◆ The WIAA does not receive any government funding via tax dollars, nor does it receive any financial support from the state. The WIAA is funded primarily through ticket sales from State Tournaments and other events. Additional funding is derived from sponsorships, a percentage of licensing fees and merchandising sales, and other minimal items. WIAA expenses are related to the operations of the business and the costs associated with running State championships.