

Wisconsin Interscholastic Athletic Association

Communications Director

Position Vacancy



SEARCH TIMELINE

Posting

July 21, 2026

Deadline for Application

August 3, 2026

Zoom Interviews

August 11, 2026

In-Person Interviews

August 18, 2026

Start Date

Est. September 8, 2026

LOCATION

Stevens Point, WI

QUESTIONS

Contact: Kassie Mortimer

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"Inspiring Champions for Life"

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

POSITION SUMMARY

The Wisconsin Interscholastic Athletic Association seeks a strategic, collaborative, highly skilled communications leader to advance the WIAA's mission and vision. The Communications Director will facilitate an integrated strategy that strengthens relationships with member schools and stakeholders, enhances WIAA's platform and demonstrates how education-based athletics prepares students for success throughout their lives.

As a senior-level adviser to the Executive Director, the position leads crisis and issues communications, oversees member and public communications, directs media and tournament communications, manages the communications team and related resources and oversees all relationships with organization sponsors. Candidates who embrace the mission and vision of the WIAA, desire to proudly serve our diverse membership and move education-based athletics forward together, and possess the preferred qualifications and qualities are encouraged to apply.

REQUIRED QUALIFICATIONS

- Master's degree in communications, public relations, journalism, sports administration or a related field and/or equivalent professional experience.
- Minimum of seven years of experience in communications, public relations, journalism, media relations, sports communication, athletic administration or a related field.
- Experience developing and executing integrated communications strategies.
- Experience in preparing senior leaders for media and public engagements.
- Exceptional writing, editing, public speaking and presentation skills.
- Demonstrated crisis communications and issues-management experience.
- Proficiency with social media management tools, website platforms, marketing software, and basic digital media tools.
- Project a professional image necessary to represent, promote, and support the needs of the WIAA membership and stakeholders.
- Seek feedback as an opportunity for growth and improvement.
- Ability to lead and work in a positive manner with all stakeholders in the education-based athletics community.
- Possess a "team-first" mentality and a collaborative mindset.
- Ability to work evenings and weekends and travel as required for tournaments, meetings and other WIAA events.

KEY RESPONSIBILITIES

Communications and Leadership

- Develop and lead an integrated communications strategy aligned with the WIAA mission, strategic plan and vision, "Inspiring Champions for Life."
- Serve as the senior communications adviser to the executive director and leadership team.
- Establish annual communications priorities, editorial plans, audience strategies, performance measures and reporting processes.
- Lead, supervise and develop communications staff, budget, vendors and other communication resources.
- Ensure consistent messaging, voice and visual identity across the Association.
- Develop clear messaging that explains the role, policies and value that the WIAA provides to its membership and stakeholders.

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BENEFITS

The WIAA provides 100% premium payments for medical, dental, term life, and disability insurance. Other benefits include employer HSA contribution, sick leave, vacation, and highly competitive employer contribution to retirement. Other benefits may be provided by the Board of Control.

COMPENSATION

This is a full-time position. The starting salary is negotiable and will be determined based upon the candidate's experience and expertise. The WIAA is committed to attracting the top talent and ensuring that the compensation is competitive in the industry.

APPLICATION

For full consideration, please submit the following materials electronically by the close of the business day, August 3, 2026 via <https://wiaa.link/jobapplication>

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- Identify and elevate stories that demonstrate how education-based athletics "Inspires Champions for Life."
- Monitor public sentiment, media coverage, emerging issues and recommend appropriate responses.

Media Relations and Executive Communications

- Build and maintain productive relationships with all media and broadcast partners.
- Lead the WIAA Media Advisory Committee.
- Manage media credentialing, tournament media operations and press facilities.
- Prepare news releases, statements, talking points, speeches, presentations and executive communications.
- Prepare WIAA leaders for interviews, public appearances, meetings and announcements.

Crisis Communications

- Lead communications planning and response for crises, controversies and emerging issues, ensuring communications are accurate, timely, transparent and consistent.
- Develop and maintain crisis communications protocols, holding statements, escalation procedures and stakeholder notification plans.
- Coordinate with senior leadership, legal counsel, member schools and other relevant parties.

Member and Stakeholder Communications

- Ensure member schools receive timely, clear and actionable information.
- Develop communications for administrators, athletic directors, coaches, officials, media, partners and other stakeholders.
- Support meetings, workshops, clinics and professional development activities.
- Collaborate with the NFHS and peer state associations on communications priorities and best practices.
- Establish processes for gathering member feedback and measuring communications effectiveness.

Digital and Content Strategy

- Lead the communication strategy of the WIAA website, social media channels, email communications, publications and multimedia content.
- Develop an editorial calendar that balances operational information, organizational news and compelling member and student stories.
- Use analytics, media monitoring and audience insights to improve communications performance.
- Ensure digital content is accurate, accessible, timely and consistent with WIAA brand standards.

Tournament and Event Communications

- Lead communications planning for WIAA tournaments, championships, meetings and major announcements.
- Coordinate media services, results communications, press operations and event-related content.
- Develop contingency communications plans for weather, safety, scheduling and other event disruptions.

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 514 member high schools and 28 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 funding via tax dollars, nor does it receive any financial support from the government. The WIAA is funded primarily through ticket sales from State Tournaments and other events. Additional funding is derived from sponsorships and a percentage of licensing fees and merchandising sales. WIAA expenses are related to the operations of the business and the costs associated with running State Championships.