

Associate Director, Football Social Media & Student-Athlete Branding

Fighting Irish Media, Director of Athletics

- Notre Dame, IN, United States
- Full-time

Associate Director, Football Social Media & Student-Athlete Branding

Fighting Irish Media, Director of Athletics

[Apply Now](#)

Company Description

The [University of Notre Dame](#) is more than a workplace! We are a vibrant, mission-driven community where every employee is valued and supported. Rooted in a tradition of excellence and inspired by our Catholic character, Notre Dame is committed to fostering an environment of care that nurtures the whole person—mind, body, and spirit. Here, you will find a deep sense of belonging, a culture that prioritizes well-being, and the opportunity to grow your career while being a force for good in the world. Whether contributing to world-class research, shaping the student experience, or supporting the University's mission in other ways, you will be part of a dedicated team working to make a meaningful impact on campus and beyond. At Notre Dame, your work matters, and so do you!

Job Description

Notre Dame Athletics develops and challenges each student-athlete to pursue excellence and serve as a force for good in the world. Our vision is to lead collegiate athletics by defining the integrated student-athlete experience and forming champions. To do this, we are eager to attract, recruit, develop and retain individuals who positively contribute to a collaborative, connected culture where all may thrive.

The University of Notre Dame is more than a breathtaking campus — our strong community, long-standing tradition of excellence, and ability to offer innovative resources and opportunities underscores our #1 ranking on the Forbes Best Large Employer list.

As a prospective member of Notre Dame Athletics, we invite you to apply if you have a shared purpose for our distinctly integrated student-athlete experience, an unrivaled passion for people who propel a dynamic and high-performing organization, and a proven record of success in your field.

The Associate Director, Football Social Media & Student-Athlete Branding role will work within the Athletic Department's External Affairs team, be a part of the award-winning Fighting Irish Media Department, and will lead all social media channels for Notre Dame Football. Have we peaked your interest? This opportunity will open doors for you to grow both professionally and personally. The University's distinct mission of being a force for good allows you to grow in ways you never dreamed possible. Not only do we offer a great work culture, but we pride ourselves on an unparalleled benefits package to maximize your well-being.

Qualifications

- Education Qualifications: Bachelor's degree (4 years)
- Experience: 3 to 4 years of experience managing a brand's social media accounts
- Expert level knowledge in all aspects of social media
- Thorough knowledge of college football and high athletics EQ (i.e. know the commitment it takes to be a college student-athlete, have witnessed how revenue impacts the game, and have a general awareness of athlete competition)
- Demonstrate executive decision-making, organization, and professional communication skills including but not limited to expressing vision for social

media strategy to key stakeholders

- Experience in expanding the brand on social media, collaborating with student-athletes and programs on content creation
- Experience with photography (use of DSLR/mirrorless camera systems and Adobe creative suite programs) and creation of photography content for the social media channels is a key part of this role
- Experience manipulating provided Photoshop templates
- Willingness to be trained in studio photography for management of recruit photoshoots
- Experience in a collegiate and/or professional communications/content creation role required, including managing media and statistics, as it pertains to the social media output
- Experience in managing the output of information related to recruiting, team philosophy, game events and information, sponsored/partner content and fan engagement are all elements of the overall brand and social media strategy
- Ability to travel to all team games and special events is required as is the ability to work nights and weekends as needed
- Willingness to be trained and a proficiency in desktop publishing/video (InDesign & Photoshop). Secondary support of content creation for the program, alongside lead content creators will be a major part of success in this position

Preferred Qualifications:

- Understanding of and compliance with NCAA and Notre Dame rules and regulations is imperative
- Experience in working with corporate sponsorship and/or student-athlete agents – both of which will be small parts of this role
- Extensive knowledge of college football
- Basic background knowledge of Name, Image, and Likeness (NIL)

Additional Information

Salary: Up to \$80,000

Applications will be accepted until January 9, 2026

The University of Notre Dame seeks to attract, develop, and retain the highest quality faculty, staff and administration. The University is an Equal Opportunity Employer, and does not discriminate on the basis of race, color, national or ethnic origin, sex, disability, veteran status, genetic information, or age in employment. Moreover, Notre Dame prohibits discrimination against veterans or disabled qualified individuals, and complies with 41 CFR 60-741.5(a) and 41 CFR 60-300.5(a). We strongly encourage applications from candidates attracted to a university with a Catholic identity.

Share Job

Related Jobs

IEI Communications & Content Specialist

Alliance for Catholic Education, VP & Assoc Prov-Teaching & Learning

- Notre Dame, IN, United States
- Full-time

Lead Producer | Partnership, Content & Special Projects

Fighting Irish Media, Director of Athletics

- Notre Dame, IN, United States
- Full-time

OFFICE OF THE EXECUTIVE VICE PRESIDENT ›
NOTRE DAME HUMAN RESOURCES ›



Notre Dame Careers

101 Grace Hall
Notre Dame, IN 46556 USA
Phone (574) 631-5900

© 2025 University of Notre Dame