

Careers



Associate Director, Student-Athlete Brand Development & Social Media

Fighting Irish Media, Director of Athletics

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

Associate Director, Student-Athlete Brand Development & Social Media

Fighting Irish Media, Director of Athletics

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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!

Curious about benefits?



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.

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.

Are you ready to lead the voice of one of the most recognizable programs in college athletics? Join Notre Dame Athletics as the Associate Director of Student-Athlete Brand Development & Social Media (Women's Basketball) and take the lead in shaping the digital presence of Notre Dame Women's Basketball.

As part of the Athletics External Affairs team and the award-winning Fighting Irish Media department, you'll drive the strategy, storytelling, and day-to-day execution across all social media channels. This is an exciting opportunity to collaborate directly with student-athletes, elevate their personal brands, and create dynamic content that connects with fans around the world.

At Notre Dame, you'll be part of a mission-driven institution committed to being a force for good - while benefiting from a strong team culture and a comprehensive benefits package that supports your well-being and professional growth.

What You'll Do

- Lead and execute the social media strategy for Notre Dame Women's Basketball across all platforms
- Create, capture, and publish engaging content, including photography and short-form video
- Collaborate with student-athletes, coaches, and internal teams to elevate both program and individual brand storytelling
- Manage and grow audience engagement through innovative, trend-driven content

- Oversee content related to recruiting, team storytelling, game coverage, partnerships, and fan engagement
 - Partner with communications, creative, and external stakeholders to ensure alignment across messaging and brand strategy
 - Execute and support recruit and team photoshoots, including studio photography as needed
 - Utilize Adobe Creative Suite and photo/video equipment to produce high-quality content
 - Contribute to the broader Fighting Irish Media strategy and support department-wide initiatives
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Qualifications

- Bachelor's degree
- 1–2 years of professional experience, outside of an internship, managing social media for a brand, team, or organization
- Expert level knowledge in all aspects of social media
- Thorough knowledge of college women's basketball 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
- Background with photography (use of DSLR/mirrorless camera systems and Adobe creative suite programs) and creation of photography content for the social media channels is an essential part of this role
- Expertise manipulating provided Photoshop templates
- Studio photography skills and/or willingness to be trained in studio photography for management of all recruit photoshoots
- Proficiency in a collegiate and/or professional communications/content creation role required, including managing media and statistics, as it pertains to the social media output

- Demonstrated success 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
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Additional Information

Salary: Up to \$60,000

Applications will be accepted through April 14, 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.

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