



New Mexico State University Director of Athletics

About New Mexico State University

New Mexico State University (NMSU) is a land-grant and Carnegie R1 institution, dedicated to teaching, research, public service, and outreach at all levels. NMSU is a welcoming community of talented faculty, staff, and students, who work together to make a difference. It is a NASA Space Grant College, a Hispanic-serving institution (HSI), a minority-serving institution (MSI), and home to the first Honors College in New Mexico. NMSU offers over 180 degree programs at reasonable tuition rates for in- and out-of-state students to ensure that everyone can access an affordable education. The main campus is located in Las Cruces, New Mexico. In addition, there are three branch campuses, Cooperative Extension locations in each of New Mexico's 33 counties, and twelve agriculture research science centers across the state, as well as NMSU Global, which provides online degree programs and microlearning courses.

The mission of New Mexico State University is to serve the diverse needs of the state through comprehensive programs of education, research, extension and outreach, and public service. As the state's land-grant and space-grant university, and as a Hispanic-Serving Institution, NMSU fosters learning, inquiry, social mobility, and service to the broader community. The University's core values of leadership, excellence, access, diversity and inclusion, and being student-centered help promote the mission and vision of the University.

New Mexico State University offers a variety of opportunities for students, faculty/staff, and the community to get involved on campus. The [NMSU Recreation Center](#) offers amenities such as a fully equipped fitness center, indoor basketball and volleyball courts, intramural sports, and group fitness studios for the entire community. NMSU also offers the [University Development Academy](#), the first University Soccer Program of its kind in the USA, which allows North American soccer players to pursue their chosen degrees while playing soccer year-round in a professional academy. NMSU also has a professional theater, [KRWG public media which encompasses both a TV and FM radio station](#), and an assortment of [museums and collections](#) that offer opportunities for creative exploration. If students want to get involved in something other than health and wellness or arts, there are over 200 student organizations that allow them to find their place on campus.

About New Mexico State University Athletics and Position Overview

New Mexico State University (NMSU) Athletics is a Division I program competing in Conference USA, dedicated to fostering excellence in both academics and athletics. With 16 sports, the department supports a range of men's and women's sports, including football, basketball, baseball, softball, and volleyball, among others. NMSU Athletics emphasizes integrity, sportsmanship, and student-athlete development, striving to cultivate a culture of competitive success and community engagement. NMSU Athletics also has many traditions that further the pride of the community in Athletics. Alumni and fans around the world also show their commitment to NMSU Athletics every Friday, with "Wear Crimson Fridays," where students, faculty, staff, and alumni are encouraged to blanket the campus in a sea of Crimson to show their pride in being an Aggie. With a strong fan base and commitment to student-athlete support services, NMSU provides a dynamic and inclusive environment for athletes to thrive both on and off the field.

The Director of Athletics is responsible for the leadership, management and administration of the Intercollegiate Athletic Program. The position requires considerable abilities in intercollegiate athletics management, public relations, fundraising, a keen business sense, marketing and promotion of ticket sales, integrity and an appreciation of the role athletics plays in a public university, especially in light of the House settlement and its aftermath. The AD provides leadership in planning, organizing, directing and controlling the programs and activities for all areas of Intercollegiate Athletics, including, but not limited to, strategic planning, budgeting and administrative activities necessary to achieve a

successful athletic program and student-athlete academic excellence. The Director of Athletics is ultimately responsible for student-athlete and department conduct in compliance with NCAA and university regulations and policies, ensuring that proper training and monitoring are in place. Though the position is responsible for the leadership, development and management of competitive and high-quality Division I-A athletics programs, it must ensure the department is in compliance with University guidelines. Willing to embrace and lead the changing nature of compliance in college athletics, this position reports to the President and serves on various designated presidential committees.

NMSU is especially seeking individuals who enjoy the role of underdogs, both in our conference and on the national stage. NMSU's tradition as Land Grant institution, and in sports, is one of fierce competitors who are not afraid to do hard work to achieve goals that 'punch' above the university's weight and demonstrate the hardiness of the Aggie mentality. New Mexico State Aggies are from the desert and are hardy like the traditions of the West; they are also kind and community-oriented and know that teaming and working together is the best way to obtain results. The future AD will embrace this spirit and develop and enhance it in their direct reports and in the student-athletes who join the University and athletic programs.

Roles and Responsibilities:

- Develop and implement effective fundraising efforts for the program that increase both revenue and sources of revenue generation to include ticket sales, sponsorships, athletic camps, and other fundraising activities.
- Work collaboratively in the cultivation and solicitation of major gifts and participate in leadership boards connected with fundraising efforts.
- Serve as primary ambassador, professionally representing the program to forge productive collaborative relationships with the campus administration, faculty, staff, students, alumni, various community stakeholders, donors, conference and NCAA member institutions.
- Regularly attend University events and functions.
- Speak to community members, students, and non-profit and community-based organizations about the Athletic Department's events and programs.
- Maintain a close relationship with academic and faculty representatives to ensure continued academic progress of the student-athlete, along with student organizations and student government.
- Work on a day-to-day basis with head coaches on scheduling, recruiting, NCAA compliance, public relations and oversee departmental budget matters and issues.
- Formulate and execute the long-term strategic goals and facilities plans in alignment with the University's strategic and capital expenditure plan.
- Provide a vision for the future of the University's athletic programs.
- Represent the University in issues related with the media and promote media relations with University Communications (or the Sports Information Department (SID) Office) to ensure timely and accurate communication pieces to campus, local, and national media outlets on NMSU Athletic events, programs, and student success stories, as needed.
- Appoint, mentor, and ensure proper evaluation of all staff members assigned to the intercollegiate athletics program.
- Be responsible as primary evaluator for key personnel (including head coaches) and secondary review evaluations of assistant coaches; and ensure completion of athletics staff member performance evaluations.
- Align vigorously with the University's commitment to the success of the student athlete.
- Ensure an environment that promotes student athlete health and welfare and a commitment to strong character and academic values and success, including meeting APR provisions of the NCAA.
- Oversee administration of all athletic games/events, including post-season events, conference championships, and NCAA championship play.
- Manage the program's fiscal resources consistent with university policy and NCAA regulations.
- Commit to gender equity and Title IX, and work to provide equal opportunities for both sexes in the participation in intercollegiate athletics following guidelines set forth by Title IX and the Office of Civil Rights (OCR).
- Comply with all federal and state laws, and all University Policies and procedures.
- Other duties as assigned.

Required Qualifications:

- Bachelor's degree required.
- Five (5) years of professional experience related to the standard duties as outlined.

Preferred Qualifications:

Knowledge:

- Knowledge of post-secondary school athletic program management.
- Knowledge of group dynamics.
- Excellent administrative and financial skills preferably in intercollegiate athletics or related field.

Skills:

- Excellent interpersonal skills, business acumen and creativity required to generate revenue and allocate and manage resources effectively to achieve results.
- Ability to work in teams, not only within Athletics, but in the broader university organizational structure and with community organizations.
- Skill in personnel management, supervision and conflict resolution.
- Strong communication skills with demonstrated record of being a leader and spokesperson for a large organization internally and externally, and ability to articulate a clear vision for the program.

Abilities:

- Demonstrated ability to organize athletic programs and budget.
- Demonstrated leadership ability.
- Demonstrated ability to communicate effectively, both orally and in writing.
- Problem-solving skills.
- Effective public relations skills.
- Demonstrated ability to use computer hardware and software.
- Ability to read, interpret and implement federal and state statutes and NCAA By-Laws and NMSU Policies.

Application Process

New Mexico State University invites nominations and applications or expressions of interest to be submitted to the search firm assisting the University. Applications should include a cover letter, current resume or curriculum vitae, and a list of professional references. For full consideration, application materials should be submitted to Parker Executive Search's **website** by August 22, 2025. Confidential review of materials will begin immediately and continue until the appointment is made.

For additional information, please contact:

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Parker Executive Search

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