



POSITION DESCRIPTION

Associate Commissioner for Strategic Communications

POSITION SUMMARY

The Associate Commissioner for Strategic Communications will provide strategic leadership for the Southeastern Conference's communication efforts and serve as a trusted advisor to the Commissioner and Conference leadership. The position will anticipate emerging issues, shape communications strategy, and ensure the SEC and its leadership are positioned effectively with national and regional media. The successful candidate will bring exceptional judgment, strong communication instincts, and the ability to navigate complex and high-profile issues while building trusted relationships with a broad range of stakeholders. Key areas of responsibility include executive communications, media relations, crisis and issues management, strategic messaging, stakeholder engagement, brand and digital communications, and leadership of the Conference's communications team.

REPORTING LINE

The Associate Commissioner for Strategic Communications reports directly to the Commissioner.

RESPONSIBILITIES

- Serve as the SEC's senior communications leader and a trusted advisor to the Commissioner and Conference leadership.
- Develop and execute the SEC's overall strategic communications strategy, establishing priorities that advance and protect the Conference's reputation, brand, and strategic objectives.
- Anticipate emerging issues, narratives, and communications opportunities across college athletics and provide timely, strategic counsel to the Commissioner and Conference leadership.
- Advise the Commissioner and senior leadership on messaging, timing, audience, positioning, and communications strategy for significant issues, announcements, and initiatives.
- Lead communications strategy for complex, sensitive, and high-profile Conference matters, including crisis and issues management, rapid response, message development, and coordination with key stakeholders.
- Serve as a senior spokesperson for the SEC and cultivate strong relationships with national, regional, and industry media.
- Prepare the Commissioner and senior Conference leaders for media interviews, press conferences, speeches, and other public engagements.
- Develop and oversee executive communications materials, including talking points, briefing materials, Q&As, speeches, statements, and other strategic messaging.
- Monitor national media coverage, industry developments, and emerging narratives to identify potential risks and opportunities and keep Conference leadership informed and prepared.
- Coordinate closely with communications leaders at SEC member institutions to align messaging, share information, and effectively manage Conference-wide issues and opportunities.



- Oversee the SEC's social and digital media strategy and presence, ensuring the Conference remains current on evolving communications platforms, methods, technologies, and audience engagement practices.
- Lead and manage the SEC's "It Just Means More" campaign, ensuring its continued effectiveness and alignment with the Conference's brand, messaging, and strategic priorities.
- Oversee communications strategy for major Conference announcements, initiatives, events, and championships.
- Participate in the review of branding and signage at SEC championship events to promote consistency and alignment with Conference brand standards.
- Partner with internal SEC teams and external partners to ensure consistent and effective communications and brand presentation across platforms, audiences, events, and initiatives.
- Establish communications protocols and processes that enable the SEC to respond quickly, accurately, and effectively to emerging issues and changing circumstances.
- Provide strategic oversight of Academic Relations, including leadership and supervision of the Director of Academic Relations and alignment of the function with broader Conference priorities and initiatives.
- Lead, mentor, and develop the SEC communications team, establishing high standards for strategy, quality, responsiveness, collaboration, and execution.
- Represent the SEC at national meetings, industry events, and other forums as appropriate.

This position description is not, and is not intended to be, an all-inclusive list of duties and standards of the position and may be updated and revised at any time at the discretion of the Commissioner or his designee.

QUALIFICATIONS

- A bachelor's degree from an accredited institution is required; an advanced degree is preferred
- A minimum of 10 years of progressively responsible experience in strategic communications, media relations, public relations, journalism, or a related field, with significant experience in a high-profile collegiate athletics, professional sports, or comparable organizations
- Demonstrates experience developing and executing comprehensive communications strategies for complex, high-profile organizations and issues
- Significant experience advising senior executives and organizational leaders on communications strategy and sensitive issues, with the ability to translate media intelligence and emerging trends into clear, actionable recommendations
- Significant experience in crisis communications, issues management, and rapid-response communications
- Exceptional writing, editing, and verbal communication skills, with the ability to communicate complex issues clearly and effectively



- Deep understanding of the national sports media landscape and the ability to develop and maintain productive relationships with national, regional, and industry media
- Thorough understanding of the intercollegiate athletics landscape, including the evolving governance, business, media, NIL, student-athlete, and regulatory environment
- Ability to anticipate issues and keep senior leadership ahead of emerging narratives and opportunities
- Exceptional judgment, discretion, and composure when handling sensitive or high-profile matters
- Strong interpersonal and relationship-building skills with senior leaders, university presidents, athletic directors, coaches, administrators, media, and other stakeholders
- Demonstrated political acumen and ability to navigate complex stakeholder environments and competing interests
- Ability to think strategically while also executing effectively in a fast-paced, high-profile environment
- Ability to delegate effectively and serve as both a leader and as a team member
- Ability to exercise judgment, decision-making and problem-solving skills
- Willingness and ability to travel frequently across the Conference's footprint and to national events as a visible and influential representative of the Southeastern Conference

APPLICATION PROCESS

The SEC invites nominations and applications or expressions of interest to be submitted to the search firm assisting the Conference. Applications must include a cover letter, resume or curriculum vitae, and list of references. For full consideration, application materials should be submitted to Parker Executive Search's [website](#). Confidential review of materials will begin immediately and continue until the appointment is made.

For additional information, please contact:

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