

Advisor - Media Club



Position Title: Advisor - Media Club

Reports To: Activities Director

Supervises: Students

Position Summary

The Media Club Advisor is responsible for supervising and leading a student media club that enhances the game-day experience at Byron High School athletic events and promotes school activities through creative digital content. This position oversees live game announcements, videoboard/scoreboard operations, student-produced video content, social media graphics, and interactive fan engagement elements while teaching students real-world media production, broadcasting, and communication skills.

Primary Responsibilities

The Media Club Advisor shall:

Program Leadership & Culture

- Establish a clear vision and philosophy for the program.
- Promote positive character, leadership, and work ethic.
- Ensure the program reflects district values and contributes to a positive school culture.
- Recruit, train, and supervise student members of the Media Club
- Teach students skills in broadcasting, video production, graphic design, and sports media
- Foster a positive, inclusive, and professional environment aligned with school and district expectations
- Ensure students represent the school appropriately during events and on social media platforms

Game Day Media & Event Presentation

- Coordinate live announcements at home athletic events across multiple sports
- Oversee operation of scoreboards and videoboards, including graphics & videos
- Supervise creation and execution of in-game entertainment, including:
- Athlete feature videos

- Trivia and fan interaction segments
- Intermission games and promotions (e.g., hidden ball, contests, shoutouts)
- Coordinate and supervise student interviews with coaches and/or athletes before games, during halftime, or post-game as appropriate

Video & Content Production

- Guide students in producing original video content for:
 - Videoboards and scoreboards
 - Commercials and promotional spots with local businesses (as approved by administration)
 - School spirit and athletic promotion videos
 - Ensure all content aligns with school branding, IHSA guidelines, and district policies

Graphics, Publicity & Social Media

- Oversee creation of digital graphics and promotional materials for athletic events and school activities
- Coordinate posting of approved content on school or athletic social media platforms
- Work collaboratively with the Athletic Director and Activities Office to promote events and programs

Collaboration & Communication

- Collaborate with coaches, athletic staff, administration, and event supervisors to ensure smooth event operations
- Communicate schedules, expectations, and deadlines to student members
- Coordinate media needs for special events, tournaments, and postseason contests

Equipment & Safety

- Supervise proper use, storage, and care of media equipment
- Ensure students follow safety procedures when operating equipment in press boxes, scorer's tables, or field-level locations

Qualifications

- Experience or strong interest in media production, broadcasting, journalism, graphic design, or related fields
- Ability to work evenings, weekends, and non-traditional hours during athletic seasons
- Strong organizational, communication, and leadership skills
- Ability to mentor high school students and manage live event environments

Desired Skills & Experience

- Experience with video editing software, graphic design tools, or live production systems
- Knowledge of social media platforms and digital engagement strategies
- Experience working athletic events or live productions

Time Commitment & Schedule Expectations

- Media Club advisor is expected to provide supervision at an average of one and one-half (1.5) events per week throughout the school year. Coverage schedules may vary by season and are subject to change based on the athletic calendar, postseason events, and school needs. Media Club students are welcome to provide more coverage than the one and one-half (1.5) events per week minimum requirement.

Evaluations may include observations, stakeholder feedback, compliance checks, and review of program outcomes. Evaluations will inform continued appointment and stipend review.