



Assistant Athletic Director – University/College

SALARY RANGE (2017): \$100,000–\$110,000¹

This job has two goals: to promote athletic engagement and excellence. To deliver on this, I work with the athletic director and guide athletic activities, supervise the coordination of athletic events and manage the athletic department budget. I have input on team coaching and management and I am responsible for revenue development and fundraising activities. One of the best things in this role is to liaise with national, regional and other school sport administration. This always offers insights on how we can do the little things better.

The Tip: Don't get a mentor. Get mentors. No single person has all the answers. I find the real learning isn't in what they agree on, it's what they disagree on. This is where you can really start to ask hard questions.

PRIORITY KNOWLEDGE AND SKILLS:

| Job-Specific | Core Transferable |
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| <ul style="list-style-type: none"> Revenue generation Human resource management Consumer insights Market analysis Scheduling Public relations Promotions & sponsorship Event & experiential marketing | Be an expert at all core transferable skills: <ul style="list-style-type: none"> Thinking skills Communication skills Organizational skills Interpersonal skills Technical literacy |

BUILDING BLOCK EXPERIENCES:

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| Education & Learning: <ul style="list-style-type: none"> Bachelor of Education Master of Education in Coaching Studies (University of Victoria) Completed Advanced Coaching Diploma (ACD) via the National Coaching Certification Program This has led to a commitment to being a lifelong learner. I commit to reading one book a month. | I followed my passion into a degree in education. What gets me up in the morning is making a difference to my students and my community. As an educator, I identified opportunities to enhance sport program delivery through innovation. This led me to complete my coaching certification and pursue leadership in this field. |
| Employment Experiences: <ul style="list-style-type: none"> Taught and coached in high school for five years Transitioned to assistant coach of local college hockey team and teaching in health and physical education Assistant athletic director at university where I also taught | Experience in education and coaching at different levels set the stage for my career. These experiences were less about a plan and more about learning about myself. |
| Community Experiences: | My high school basketball coach and mentor |

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| <ul style="list-style-type: none"> • Since high school, I have spent one week a year volunteering at a YMCA camp. For the past five years I have been on the local YMCA Board. • Member of advisory board for Respect in Sport | <p>introduced me to the YMCA camp and I still spend one week a year as a volunteer counsellor and program coordinator. The personal reward I receive by impacting youth, far exceeds the contribution of my time. This experience taught me that I was born to make a difference as an educator.</p> |
| <p>Contextual Experiences:</p> <ul style="list-style-type: none"> • Played varsity basketball in university. Continue to play twice a week. • Teaching in high school, college and university was critical to my development as a leader • I am a passionate believer in Margaret Mead’s principle that “...a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” | <p>The impact of my engagement in high-performance athletics changed my life. It taught me discipline, work ethic and resiliency. The lessons I learned on the court became the foundation of my educational and coaching philosophy today.</p> |
| <p>Relationships:</p> <ul style="list-style-type: none"> • The people I work with—from my basketball coaches to the people I teach with—have evolved to be important mentors. In seeking mentors, I sought diversity with intention. | <p>The diversity of my mentors often created internal conflict and challenges. This was a good thing. I think building a uniform mentor team of people “just like me” may be comforting, but I found it to be a poor strategy. I now use mentors to challenge me and what I think I know.</p> |

ⁱ Refer to: https://www.glassdoor.ca/Salaries/canada-athletic-director-salary-SRCH_IL.0,6_IN3_KO7,24.htm