

Our mission at the Minnesota Vikings is to Advance the Vikings legacy through the passionate pursuit of excellence.

We strive to achieve, we put the team first, we seek to learn, we exhibit high character, and we are committed to a diverse, equitable and inclusive environment.

SUMMARY:

The Minnesota Vikings are seeking a Communications Associate to assist with the day-to-day operation of supporting the communications team. The ideal candidate will have experience in sports communications (collegiate or professional), media/journalism or public relations, an excellent attention to detail and a commitment to learn and think objectively. The individual will also be capable of working across different departments and cultivating relationships within and outside of the organization.

In addition to the duties described above, the Communications Associate will take part in the Vikings' exclusive **Leadership Development Program**. This program will provide regular opportunities for professional development, exposure to organizational leadership and the ability to develop skills critical for the Associate's future career growth. A fundamental part of the program will include clearly defined goals between the Associate and their Supervisor that will be tracked and measured for progress throughout the term of the program.

This is a temporary full-time position that will begin on June 3, 2024 and conclude on May 23, 2025, unless otherwise determined.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Collaborate on the development and execution of communications campaigns and initiatives.
- Develop relationships with media along with internal Vikings staff.
- Understand and promote the identity of the Vikings and team ownership and assist with the development of appropriate internal and external messaging.
- Assist in all writing, contributing game release notes, completing bios and supplemental statistics; oversee distribution of materials to opponents' PR staffs, network TV and radio.
- Regularly update Vikings media web site, NFLOMG.com.
- Assist in all aspects of the completion of the annual team media guide.
- Compose press releases and media advisories, including roster moves and team announcements.
- Transcribe and distribute player, coaches and executives quotes.
- Compile daily news clips to be emailed to Vikings staff and media.
- Complete the flip card for all home games.
- Update the layout and production of game day materials, including pregame/postgame notes, quote transcriptions and other press materials.
- Execute game day activities, including setting up the press box, assisting media check-in and coordinating game day interns.
- Assist in all media logistics, including daily schedules and updates to ensure media are aware and in position to attend practices and serve as on-field liaison during mini-camp, OTAs, training camp and regular season practices.
- Assist with facilitating media interview requests for Vikings coaches, players and staff, monitoring open locker room, understanding interview tone and content and preparing individuals prior to interviews when needed.

- Regularly set up and tear down daily press conferences.
- Schedule and moderate virtual media availabilities and update audio/video files within Dropbox.
- Contribute to Vikings PR X account with team and player notes throughout the week.
- Maintain the media center at TCO Performance Center as well as the press box work room at U.S. Bank Stadium.
- Assist with logistics for photo/video shoots at TCO Performance Center and team autograph days to keep an accurate list within our organized storage room.

QUALIFICATION REQUIREMENTS:

- Bachelor's degree in communications, public relations or similar field recommended.
- Must be proficient in Microsoft Office, including Word and Excel and Adobe InDesign.
- Ability to work a flexible schedule, including days, evenings, weekends and holidays.
- Experience with stat programs (Pro Football Reference, Next Gen Stats, TruMedia) is a bonus.
- Knowledge of AP style writing and editing along with media monitoring services is a plus.
- Must exhibit core values that align with the Vikings communications department and the organization (unity, commitment, integrity).
- Exhibit strong communication and active listening skills and an ability to adapt and problem solve in stressful, time-sensitive situations.
- Must be a critical thinker who wants to understand why we do what we do as a department as well as the broader organizational goals.
- Must be a self-starter and detail-oriented when it comes to completing tasks.

CONFIDENTIALITY REQUIREMENTS:

This position may require the individual to have access to confidential records and information. To successfully perform this position, confidentiality of the information with which the individual has contact must be maintained.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to perform physical tasks such as lifting and moving boxes, setting up speakers, etc.
- Ability to navigate U.S. Bank Stadium and TCO Performance Center.
- Ability to work in inclement weather.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office for regular office hours, on-site events.
- The ability to work from home if required.

The Minnesota Vikings are committed to creating and sustaining a culture for you. Whoever you are, we are an organization that embraces and empowers people of all backgrounds and experiences and incorporate diversity, equity, and inclusion into the foundation of everything we do. We are proud to have a culture that empowers our people to harness their uniqueness to develop their full potential as a contributor to the success of

the organization and the communities we serve. The Minnesota Vikings are an equal opportunity employer, and we continue to commit to creating equitable opportunities by ensuring that our place can be anyone's place.