



Head Cheerleading Coach/Fan Experience Coordinator

Point University is a private institution that educates our students within a Christian worldview so they are equipped to take their faith into the marketplace and all of life while achieving their professional goals. We are training the next generation of Christian leaders to take the cross to more job sites, churches, industries, and nations than ever before.

The Head Cheerleading Coach/Fan Experience Coordinator is responsible for all aspects of the competitive/sideline cheer program and promoting school spirit by providing a visible, positive student/fan experience in connection with athletic events. The Head Coach is responsible for leading the student athletes and preparing them to be successful on the field of play, academically and spiritually.

Responsibilities and Primary Activities include, but are not limited to:

- Creation, instruction, and implementation of competitive and sideline routines and stunts
- Set and conduct practice times and competitive cheer competitions
- Be a “Spirit Leader” at all sporting events.
- Create a culture of responsibility, accountability, and discipline
- Recruit prospective student-athletes for competitive cheer and sideline cheerleading
- Ensure compliance with all NAIA and Southern States Conference rules and regulations
- Plan team-building morale-building activities for the squad
- Work closely with the Director/Assistant Director of Sports Information and Marching Band Conductor
- Develop policies and procedures to ensure the highest level of fan engagement
- Identify and execute opportunities for new fan experience initiatives
- Oversee mascot and manage appearance requests

Position requires a minimum of a Bachelor’s Degree. Must have extensive training and experience in competitive cheerleading and choreography. Requires excellent communication, managerial, and planning skills.

30% travel