



Position Description

Position Title: Assistant Football Coach-Offensive or Defensive Assistant & Recruiting Coordinator
Reports to: Head Football Coach
Status: Full Time, Exempt
Called Position: No
Revised: February 2026

Position Summary:

The Assistant Football Coach (Offensive or Defensive Assistant) & Recruiting Coordinator is responsible for supporting the Head Football Coach in the administration and operation of the Wisconsin Lutheran College (WLC) football program. This position has primary responsibility for coordinating the development of an assigned offensive or defensive unit and overseeing the football program's recruiting and retention efforts. Duties include coaching and developing student-athletes, identifying and evaluating prospective student-athletes, coordinating recruiting activities, and ensuring compliance with institutional, conference, and NCAA regulations. The position supports and promotes the mission, values, and Christian identity of Wisconsin Lutheran College.

PRIMARY RESPONSIBILITIES

Offensive/Defensive Assistant

- Instruct and develop assistant coaches and student-athletes in position-specific techniques, schemes, and drills.
- Prepare and implement practice plans for assigned position groups; assist with overall unit and team practice planning.
- Contribute to weekly game preparation, including film breakdown, scouting reports, and in-game adjustments.
- Assist in player development, evaluation, and performance assessment throughout the season and offseason.

Recruiting Coordinator

- Develop, implement, and evaluate the football program's annual recruiting plan in alignment with institutional and program goals.
- Collaborate with the Head Coach and position coaches to identify, prioritize, and evaluate prospective student-athletes based on positional needs and program fit.
- Build and maintain strong relationships with high school coaches, prospective student-athletes, recruiting services, and third-party evaluators.
- Manage recruiting databases and assist with prospect data collection and organization.
- Coordinate and oversee recruiting communications, including mailings, email campaigns, social media outreach, and phone/text communications.

Recruiting and Retention

- Identify, recruit and manage prospective student-athletes within an assigned recruiting territory.
- Coordinate and manage social media recruiting initiatives to support overall recruiting objectives.
- Oversee recruiting email distributions and coordinate follow-up with football graduate assistants.
- Assist in monitoring and tracking current student-athletes to help support retention, academic success, and overall well-being.

Related Duties

- Represent and promote WLC and the football program through public speaking engagements (e.g. churches, schools, service/support organizations, coaching clinics).
- Write football-related articles for publication in AFCA and WFCA journals.



- Coordinate and arrange internship opportunities for football student-athletes in collaboration with campus partners.
- Assist with the promotion, organization, and management of WLC football summer camps and clinics.
- Perform other duties as assigned in support of the football program and athletic department.

QUALIFICATIONS

Education and Experience:

- Bachelor's degree required; Master's degree preferred.
- Demonstrated experience coaching college football and managing athletic personnel.
- Proven ability to recruit, evaluate, and retain high-quality student-athletes.
- Strong football coaching background, preferably with experience/success in offensive coordination, defensive coordination, or position-specific coaching.
- Experience supervising and developing coaching or support staff is strongly preferred.

Knowledge, Skills, and Abilities:

- Member in good standing of a WELS/ELS congregation, with demonstrated commitment to the doctrinal positions of the church preferred.
- Ability to exercise independent and accurate judgment with professionalism, tact, and discretion in situations affecting student-athletes and program operations.
- Strong verbal and written communication skills.
- Must possess and maintain a valid driver's license and be eligible to operate college-owned or rented vehicles in accordance with institutional policy.
- Demonstrated commitment to the mission, values, and Christian identity of Wisconsin Lutheran College, with a desire to support its growth and success.

Physical Requirements

- Ability to demonstrate football drills, techniques, and strategies.
- Must be able to stand, run, walk, or crouch for extended periods during practices and games.
- Ability to lift and carry equipment weighing up to 50 pounds.
- Physical stamina to endure outdoor conditions, including heat, cold, rain, snow, and other inclement weather during practices and games.
- Willingness to travel and irregular work hours, including evenings and weekends.
- Ability to respond quickly to emergencies on the field.

The duties listed above are representative of the essential functions of the position and are not intended to be an exhaustive list. Duties may be assigned or modified to meet institutional needs.

As with all positions at Wisconsin Lutheran College, this position requires the incumbent to perform his/her job responsibilities in a manner consistent with the overall mission and core values of Wisconsin Lutheran College, as defined through its affiliation with the Wisconsin Evangelical Lutheran Synod (WELS).