

SPORTS INFORMATION DIRECTOR
(Bargaining Unit Position)
(Range 31)

DEFINITION

Under general supervision of the Athletic Director, plan, develop, and implement publicity and public relations aspects of the athletic program; and to perform other related duties as required.

DISTINGUISHING CHARACTERISTICS

The Sports Information Director class is distinguished from other classes of employment in that incumbents are responsible for public information regarding the athletic program and events at the college.

ESSENTIAL FUNCTIONS

- Obtain and write pre and post contest information;
- Write feature stories on athletes, sports, or coaches;
- Submit statistics, records, schedules, and standings to the Junior College Athletic Bureau;
- Update printed and electronic news media source lists, and submit information and stories to same;
- Demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of staff and students, and of staff and students with physical and learning disabilities;
- Available during evening and weekend hours to receive post-contest event information;
- Communicate effectively both orally and in writing, including presenting speeches publicly;
- Establish and maintain cooperative working relationships;
- Work at a desk, conference table, or in meetings of various configurations;
- See for the purpose of reading laws and codes, rules and policies, and other printed matter;
- Hear and understand speech at normal levels;
- Speak so that others will be able to understand normal in-person and telephone conversation;
- Understand and carry out oral and written directions;
- Lift and/or carry 25 pounds;
- Perform other related duties as required.

ESSENTIAL FUNCTIONS OF PARTICULAR POSITIONS WITHIN CLASSIFICATIONS MAY VARY BECAUSE JOB DUTIES MAY VARY BY WORK LOCATION.

DESIRABLE QUALIFICATIONS

Education:

- Equivalent to graduation from the twelfth grade; with additional skills development sufficient to satisfy the knowledge and abilities required;
- Bachelors Degree and/or completion of courses in Journalism, Sports Information,

communications, or closely related fields preferred.

Experience:

- Work experience including writing for newspapers, radio, and/or other news media;
- Speech writing and public speaking experience preferred;
- Experience working in a high school, community college, or university preferred.

Knowledge of:

- The field of sports;
- Publicity and public relations practices and procedures;
- Proper English, grammar, spelling and punctuation;

Board of Trustees Approval: 9-91
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