

MASTER SPECIFICATION

JOB INFORMATION

Date:	10/17/2017 1:20:07 PM
Official Title:	Sports Information Director B Master
System Affiliation:	
Employee Category:	
Pay Grade:	Pay Grade 4
Scheduled Hours	
Job Code:	323615
Job Family:	Athletics

JOB SUMMARY

The Sports Information Director B responsible for developing and administering the flow of sports news about an institution to the media.

NATURE OF WORK

The Sport Information Director B is responsible for handling all media relations activities regarding athletics and athletics programs, including writing and editing media guidelines; compiling, maintain, and providing team and player statistics; sending out press releases; scheduling and coordinating media or press days as well as for arranging photo sessions and reporting official scores. Job responsibilities require excellent administrative, communication, interpersonal and leadership skills. Results are defined by department leadership, institution and division/college vision, mission and strategies; existing practices are used as guidelines to determine specific work methods. Work activities are performed under limited supervision, working from established policies and objectives. This position exercises sound judgement in prioritizing, planning, and organizing own work within time, process, and results requirements; determines processes and sequences to follow based on needs and urgency required by the circumstances. Problems are faced in this position varied and involve multiple constituencies, often with competing priorities. Decisions have significant, broad implications on the management and operations of an area within a department, and may contribute to important strategy, operations, and business decisions that affect the department.

Distinguishing Characteristics

Examples of Duties

Essential Functions

Prepares news releases for local newspapers and radio stations; primary, secondary and extended newspapers, radio stations, wire services and TV stations; hometown news media of student athletes; hometown news media of athletic staff and sports guests of the institution; and state, national and international magazines.

Develops, implements, and updates an annual plan to promote and provide information regarding athletics and athletics programs.

Coordinates and conducts press conferences.

Responds to statistical and other report requirements for the appropriate governing athletics association, intercollegiate opponents, various periodicals, journals and magazines, major television networks, national wire services and other print and electronic.

Prepares and designs media guides, official game programs or necessary information about intercollegiate teams.

Responds to media requests for specific news articles, fax material, photography sessions, radio interviews and actuaries, TV segments and features for publications.

Arranges for photos and maintains a photo archive for each sport and the department.

Maintains current and accurate statistical files for each sport.

Performs other job related duties as assigned.

Performs other functions as required or assigned. Also complies with all Policies and Standards.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education

<i>Education Level</i>	<i>Field of Study</i>	<i>Req</i>	<i>Pref</i>	<i>And/Or</i>
Bachelor's degree	Sports Information, Sports Management, Public Relations, or a related field	X		

Additional Experience

[Check here if experience may substitute for some of the above education and describe how.](#)

X

Work Experience

<i>Experience</i>	<i>Experience Details</i>	<i>Req</i>	<i>Pref</i>	
2 year +	Sports information or public relations work experience	X		