

MASTER SPECIFICATION

JOB INFORMATION

Date:	8/1/2017 9:51:05 AM
Official Title:	Associate Sports Information Director Master
System Affiliation:	
Employee Category:	
Pay Grade:	Pay Grade 3
Scheduled Hours	
Job Code:	123139
Job Family:	Athletics

JOB SUMMARY

The Associate Sports Information Director assists the area Director in developing and administering the flow of sports news about an institution to the media.

NATURE OF WORK

The Associate Sports Information Director is responsible for assisting the area Director Assists in the operation of the department with primary duties of managing the day-to-day operations of the Division sports information area and all media relations functions. Job responsibilities require the ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes. Work is performed under limited supervision, working within guidelines or traditional practice. Problems faced in this position are highly varied, complex, and often non-recurring, which may require novel and creative approaches to resolution. Decisions have major 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

- Develops, implements, and updates an annual plan to promote and provide information regarding intercollegiate athletics.
- Designs and performs daily maintenance of the athletics web site in conjunction with the institution's Marketing and Communication department(s) and the web-hosting service, if applicable.
- Designs and develops schedule cards/posters, game programs, summer sports camp brochures, weekly press releases, media guides, flyers, and other promotional pieces.
- Works with other related area Directors, Assistant Directors, and Associate Directors in coordinating and managing home events.
- Prepares announcer script, press table notes, press releases, box scores, compiles and distributes final statistics to visiting coaches and the media.
- Coordinates interviews with coaches and players as requested by the media; coordinates and conducts press conferences.
- Arranges for photos and maintains a photo archive for each sport and the department.
- Maintains current and accurate statistical files for each sport.
- Maintains and upgrades the technology tools necessary to operate the sports information area efficiently.
- Adheres to all rules and regulations set forth for the institution, as well as the appropriate conference and athletic association.
- Works cooperatively with personnel in the athletics department, attends department meetings and activities, and always represents the institution positively when interacting with the community, alumni, media and general public.
- 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

Education Level	Field of Study	Req	Pref	And/Or
Bachelor’s degree	Related field	X		

Additional Experience

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

X	
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Work Experience

Experience	Experience Details	Req	Pref	
2 year +	Relevant experience in sports information, media relations and/or communications in intercollegiate athletics.	X		