

POSITION DESCRIPTION

Sports Information Coordinator

Position.....Sports Information Coordinator

Department/SiteKinesiology and Athletics

FLSANon-Exempt

Evaluated by.....Dean of Kinesiology and Athletics

Salary Range38

Summary

Under the general supervision of the dean and/or designee, publicizes and promotes District athletic teams and student-athletes; develops and distributes numerous media guides, team programs, press releases and other materials; maintains content on District's official athletic department website; updates and compiles information for athletic statistic reports and historical records; attends home team and designated away events to perform a variety of functions in support of the athletic program; and performs related duties as assigned.

Essential Duties and Responsibilities

- Coordinates marketing, advertising, and promotional activities for the intercollegiate athletics program including the writing, editing, design, production, and distribution of sports team media guides, programs, brochures, and other print and electronic publications.
- Coordinates sports media relations including information released to print, broadcast media, social media, and website in print and digital format; writes press releases and competition stories, schedules interviews, and serves as athletic department spokesperson for general media inquiries. Creates and maintains effective working relationships with members of the sports media; provides detailed sports results/stats and stories to generate media interest.
- Attends all intercollegiate athletic home events to track game scores and statistics; relates competition events to the media and reports statistical information to the California Community College Athletics Association, Western State Conference, Southern California Football Association, and other applicable intercollegiate athletics organizations and agencies. Maintains current statistics, records, athlete lists, team rosters, alumni lists, scholar-athletes and other information for each team.
- Develops, maintains and updates content for the intercollegiate athletics program website and social media.
- Serves as the sports photographer; coordinates and compiles photos of student-athletes, coaches, and staff; takes team photos; takes action shots at competitions for publication; maintains sports photography portfolios.
- Develops, designs, writes and produces press information brochures, booklets, press guides, student-athlete handbooks, coaches' handbooks, program review reports, and other departmental publications for distribution to media, colleges and universities. Produces materials in traditional, new, and emerging media formats; coordinates production of a variety of materials for internal and external public relations purposes.
- Maintains a calendar of activities and coordinates a variety of ongoing or cyclical projects, such as receptions, recognition events, including the development and production of brochures, fliers, and programs; assists with travel arrangements for athletic teams; participates in preparation and coordination of athletic events.

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- Performs marketing duties; develops volunteer support and participation in athletic program activities such as awards, scholarships, group meetings with coaches, parents' night and ticket promotions; works with athletic directors and coaches to develop overall program and individual team fundraising plans and activities.
- Identifies, solicits, and cultivates sources of funding (alumni, private individuals, corporations, and foundations) for athletics. Assists in the preparation and monitoring of budgets for fundraising events for fundraising events for the athletics program.
- Represents the intercollegiate athletics program at conferences, meetings and various community and media functions; prepares and presents oral presentations concerning sports information, athletics and academics; attends athletic events on- and off-campus.
- Selects, trains and maintains schedules of sports information game management staff.
- Learns and applies emerging technologies and advances as necessary to perform duties in an efficient, organized, and timely manner.
- Demonstrates sensitivity to and understanding of the disabilities and diverse academic, socioeconomic, cultural, and ethnic backgrounds of students.
- Maintains the college's archived athletic materials (digital and hard copies) including statistics, promotional materials, press releases, videos, pictures, and/or anything preserving the history of the college.

Qualifications

Knowledge, Skills and Abilities

- Knowledge of rules, strategies, technologies and terminology related to public relations and marketing of intercollegiate sports.
- Knowledge of principles and practices of media and public relations, community outreach, and fund development strategies.
- Knowledge of journalistic writing, including Associated Press style, and reporting techniques and standards.
- Knowledge of intercollegiate sports regulations and practices including California Community College Athletics Association (CCCAA) rules and regulations.
- Knowledge of state mandated functions of the PrestoSports website, including, but not limited to, the uploading of stats to the State CCCAA website through the PrestoSports portal.
- Knowledge of statistical collection methodology, including, but not limited to, sporting rules and regulations and the functions and keystrokes of in-game statistical software (PrestoSports, StatCrew, etc.)
- Knowledge of District organization, operations, and objectives.
- Knowledge of principles and techniques of establishing and maintaining positive public and community relations.
- Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary.
- Knowledge of current and emerging media and social media platforms.
- Ability to write clearly, accurately, and effectively in a variety of styles for memos, letters, reports, newsletters, news releases, fliers, brochures, advertisements, website pages, and other formats including social media.
- Ability to edit communications for clarity and accuracy.
- Ability to use a variety of computer software to perform functions such as word processing, desktop and website publishing, video editing/posting/archiving, database management, and presentation preparation.

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- Ability to use new and emerging technologies.
- Ability to use a camera and take publicity photos and videos.
- Ability to work effectively with media representatives.
- Ability to calculate, compile, and maintain sports statistics and historical data for student-athletes and teams.
- Ability to plan, organize, and implement fundraising efforts.

Physical Abilities

- Requires ambulatory ability to sit in front of computer screen for extended periods of time, to move about between workstation, student-athlete success center, and various offices/areas, and to reach for work materials and files.
- Requires the ability to lift and carry lightweight materials (under 20 pounds) on an occasional basis.
- Requires sufficient hand, arm, and finger dexterity to operate computer keyboard or other office equipment.
- Requires visual acuity to arrange materials, observe movements of people, and read letters and numbers.
- Requires speaking and hearing ability sufficient to hear over phone/computer and routine conversations.

Education and Experience

- An associate degree in a public relations-related discipline, or the completion of at least sixty (60) college-level semester units, and three years of experience in sports information, journalism, marketing, public relations, fundraising, or a related field, or in the absence of an associate degree, or the completion of at least sixty (60) college-level semester units, five years of experience in sports information, journalism, marketing, public relations, fundraising, or a related field.

Licenses and Certificates

- Requires a valid driver's license.

Working Conditions

- Work is performed indoors where minimal safety considerations exist.