

## **SPORTS INFORMATION COORDINATOR**

### **CLASS SUMMARY**

Supports college's public relations efforts, coordinating publicity and marketing efforts for the athletic programs. Consults with organization staff on communications needs and coordinates production of projects with related providers of graphic design, printing and photography services. Gathers and disseminates information to promote college athletic programs and/or cultivates two-way communication. Provides counsel on strategies and tactics to the communications director and athletic constituents. Works under general supervision with considerable latitude for the use of initiative and independent judgment.

### **REPRESENTATIVE DUTIES**

Prepares, writes and distributes press materials and weekly sport previews to newspapers, radio and television outlets; interviews faculty, staff, students and administrators as needed for publicity and promotional purposes; arranges for photography of athletes and coaches; writes copy for media guides, Web site and other publications as needed; coordinates the production and distribution of special publications including media guides, game programs, brochures, schedule cards, team rosters and related items for athletic program; regularly updates information on Internet site; maintains newspaper clip files; prepares, compiles and maintains records of statistics for athletic teams; establishes and maintains historic archives for athletic programs; responds to requests for information about the athletic programs and coordinates interviews with athletes and coaches; assists with special events related to the athletic programs.

### **ORGANIZATIONAL RELATIONSHIPS**

This position reports to the Director of Communications in Public Affairs and Governmental Relations and directs student assistants, as needed. In addition, the position has an informal reporting relationship with the athletic director.

### **DESIRABLE QUALIFICATION GUIDE**

#### **Education and Experience**

Bachelor's degree including documented writing/editorial experience; knowledge of word processing; desktop publishing, sports information or news-writing and editing experience; knowledge of media contacts and public relations work. Experience in marketing and promotion is desirable.

**SPORTS INFORMATION COORDINATOR cont'd**

**Knowledge and Abilities**

Knowledgeable; in the tactics of media relations with strong written and verbal communications skills; familiar with the principles of communications and media operations; English composition, form and content of sports information, Associated Press Style and editing; collegiate athletics for men and women including statistics, scorekeeping, and record keeping. writing and editing releases, fact sheets, public service announcements and backgrounds for the media; principles of communications; media operations; form and content of sports information; English composition. Associated Press Style and editing; collegiate athletics for men and women including statistics, scorekeeping, and recordkeeping.

Ability to: research, interview, write and edit copy for informational and persuasive purposes; project management skills to produce various communication vehicles; work effectively with media representatives, employees and students; provide information to others within stated or implied bounds of district policy; function effectively under pressure and time constraints.

Skills: Computer literacy is essential as is the ability to manage multiple projects in a timely manner. Knowledge of Web software such as Dreamweaver is preferred. Ability to compile sports statistics according to the dictated parameters of each sport. Strong interpersonal skills a requirement.

License: Valid California Motor Vehicle Operator's license.