



**Classification Title: Sports Information Specialist**

<b>Department:</b>	Athletics	<b>EEO6 Code:</b>	3
<b>Employee Group:</b>	Classified	<b>Salary Grade:</b>	26
<b>Supervision Received From:</b>	Director, Athletics	<b>Date of Origin:</b>	9/2016
<b>Supervision Given:</b>	Direction and Guidance	<b>Last Revision:</b>	9/2016

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.*

**JOB SUMMARY.**

Publicizes and promotes Palomar College athletic teams and student athletes; develops and distributes numerous media guides, team programs, press releases and other materials; updates and compiles information for results, statistics and historical records; creates, lays out and maintains content on Athletics website; attends home team and designated away events to perform a variety of functions in support of the athletic program; represents the District as a voting member of athletic associations.

**DISTINGUISHING CHARACTERISTICS.**

The Sports Information Specialist is distinguished from other public information classifications by its responsibility for creating, compiling, maintaining and promoting information and historical facts associated with an intercollegiate athletics program. Duties and responsibilities are carried out with independence within a framework of established policies and procedures.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.**

**Essential Functions:** Essential responsibilities and duties may include, but are not limited to, the following:

1. Develops ideas for, writes and distributes press releases, game stories, feature stories, and athlete and coaching staff biographies; writes, designs, edits, lays out and coordinates production and distribution, both in hard copy versions and electronically, of numerous Palomar College sports team rosters, schedules and media guides/programs ranging from simple to elaborate in scale.
2. Conducts media relations activities; creates and maintains effective working relationships with members of the sports media; provides media outlets with detailed sports results, stories, background information, statistics, records and photos for publication proactively and as requested.
3. Keeps, compiles, inputs and transmits statistics for individual games and cumulative seasons; keeps official score at home games for basketball, baseball, softball and other sports; manages press box for football games.
4. Assists in meeting compliance standards of governing authorities related to the activities of the athletic program including the California Community College Athletic Association (CCCAA), Pacific Coast Athletic Conference (PCAC), Southern California Football Association (SCFA) and Southern California Wrestling Association (SCWA); may represent the District as a voting member at conference meetings.

5. Coordinates assignments of sports photographers; coordinates and compiles photos of student athletes and coaches; maintains sports photography portfolios.
6. Updates the Athletics website by utilizing web applications to maintain and post a wide range of athletic information, including press releases, game stories, feature stories, scores, photos and statistics.

**Marginal Functions:**

1. Serves as Palomar College Athletic Hall of Fame historian including developing lists of nominees and data for the selection committee, overseeing the induction ceremony and acting as liaison to inductees.
2. Performs related duties and responsibilities as required.

**QUALIFICATIONS.**

**Experience and Education/Training Guidelines:** Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience:** Five years of progressively responsible experience working for a media outlet, public relations or marketing organization with a demonstrated knowledge of a wide variety of college-level team sports.

**Education/Training:** Equivalent to a bachelor's degree graduation from an accredited college or university with major coursework in journalism, communications, English or a closely related field.

**Licenses/Certificates:**

1. Possession of, or ability to obtain, an appropriate, valid California driver's license by time of appointment.
2. Scorekeeping and statistics certifications for various sports may be required.

**Knowledge of:**

1. Principles, practices and applications of marketing, public relations, public affairs and media relations.
2. Associated Press (AP) and other journalistic standards, methods, procedures and techniques used to write press releases and stories and develop publicity materials.
3. Advanced principles and practices of sound journalistic and business communication; correct English usage, including spelling, grammar and punctuation.
4. Advanced knowledge of sports rules, National Collegiate Athletics Association (NCAA) scorekeeping, and statistical guidelines for a variety of sports.
5. Practices used to compile detailed team and individual statistics for a wide variety of sports.
6. Digital camera use and operation and lighting and setting conditions that affect photo quality.
7. Research methods and data analysis techniques.
8. Provisions of the California Public Records Request Act.
9. Rules, regulations and decisions of NCAA and other associations/conferences governing athletic programs.
10. Standard web applications applicable to areas of assigned responsibility.
11. Modern office practices, procedures and equipment including computers and applicable software programs.

**Skill in:**

1. Marketing, promoting, publicizing and generating media interest in sports and student athletes.

2. Utilizing AP and other journalistic standards to draft and distribute press releases and feature and game articles.
3. Writing, designing, laying out and coordinating production, both in electronic and hard copy versions, of athletics promotional publications, such as media guides, game programs, brochures and flyers.
4. Creating, calculating, compiling, maintaining and interpreting detailed statistics and individual and team historical and current records.
5. Representing an organization to game officials, coaches, administrators and athletes from other colleges and conferences.
6. Developing and maintaining contacts with sports media personnel.
7. Operating a computer and other standard office equipment and using web publication, spreadsheet, word processing and enterprise software.
8. Organizing and maintaining specialized files.
9. Maintaining confidentiality of student files and records.
10. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
11. Exercising tact and diplomacy in dealing with sensitive, complex and confidential student issues and situations.
12. Establishing and maintaining effective working relationships with those encountered in the course of work.

#### **WORKING CONDITIONS.**

**Environmental Conditions:** The employee works under typical office conditions, and the noise level is usually quiet to moderate. The employee is required to attend a number of sporting events where the noise level may be loud. Work during evenings and weekends, including attendance at athletic events, is required.

**Physical Conditions:** Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to sit, stand and walk; use hands to repetitively finger, handle and feel computers and standard business equipment; and reach with hands and arms. Requires frequent travel to District and other locations.

#### **TERMS OF EMPLOYMENT.**

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.