



Trinity Valley Community College

Job Description

Sports Information Officer

COMMITMENT TO MISSION

This job carries with it the obligation to uphold the Mission of Trinity Valley Community College (TVCC) in carrying out the duties of the position. A commitment to positive interpersonal behaviors, professional communication, diversity, integrity, leadership, stewardship, respect and accountability to TVCC students and employees is essential.

PRIMARY PURPOSE:

Responsible for all aspects of media and sports information relating to the college's intercollegiate sports programs. This position is also responsible in aiding the Director of Marketing and communications and Graphic Artist and Print Design Coordinator in aspects of communications, marketing and design of college materials.

REPORTS TO:

Director of Marketing and Communications

SUPERVISES:

None

EDUCATION AND EXPERIENCE QUALIFICATIONS:

EDUCATION REQUIRED:

Associates Degree in communications, journalism, marketing or related fields. Experience in journalism may substitute year for year for required education.

PREFERRED:

Bachelor's degree in communications, journalism, marketing or related fields

EXPERIENCE REQUIRED:

Five (5) years' work experience in sports information environment.

PREFERRED:

Eight (8) years' experience dealing with the media on the local, regional, national level. Experience in management and promotion of regional and national tournaments.

OTHER LICENSES OR CERTIFICATIONS:

None

KNOWLEDGE AND SKILLS REQUIRED:

- Typing/Data Entry
- Computer software proficiency – Microsoft Office
- Operating equipment – office or otherwise
- Written and oral communication
- Interpersonal and/or customer service skills
- Public Speaking/Presenting
- Bookkeeping
- Basic Math
- Leadership/ Management
- Attention to detail
- Time management
- Organization
- Federal Regulations and Directives
- Operational Systems and procedures
- Budget and accounting principles
- Compliance Law
- Administrative practices
- Advertising/Marketing practices
- Website design

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required. Job Descriptions may be subject to change.



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RESPONSIBILITIES:

- The SIO works closely with the Public Information Officer and with the Athletics Department and has direct working relations with the coaches of each sport.
- Maintain working knowledge of the NJCAA rules and regulations
- Coordinate the development and implementation of a proactive media outreach program to print, radio, TV, and other electronic media outlets.
- Prepare media releases to communicate with the general public news and information about the college's athletics program and teams.
- Work proactively with media to encourage coverage of college athletics events and news.
- Serve as the public relations agent for the Athletics Department in developing positive relations with media representatives from the electronic and print media.
- Oversee production of media guides, publications, and game-day materials for all sports.
- Oversee management of the press box at various on-campus sporting events.
- Oversee maintenance of all portions of the athletics web site.
- Oversee departmental budget, including planning, execution, and evaluating to ensure fiscal integrity of the department.
- Coordinate special athletic events such as the Cardinal Sports Hall of Fame induction and other events in coordination with the Athletic Director or other designated personnel.
- Take photographs of sporting events.
- Supply athletics information for Valley Magazine.
- Assist in the Graphics and Print Design office with all phases of print and development of marketing materials.
- Assist the Public Information Officer with college event coverage, media releases, features and news stories when needed.
- Maintain working knowledge of the NJCAA rules and regulations
- Perform other communications duties as assigned by the Director of Marketing and Communications.

WORKING CONDITIONS:

TOOLS/EQUIPMENT USED:

- | | |
|-------------------------------------|------------------|
| • Standard office equipment | • Copier |
| • Personal computer and peripherals | • Cellular Phone |
| • Multi-line phone system | • Fax machine |

PHYSICAL DEMANDS:

- Requires: Standing, Walking, Fingering, Talking, Hearing, Seeing, Repetitive Motions, Computer Work
- Subject to: Climbing,
- May need: Reaching, Lifting
- Occasionally need to: Kneeling, Crouching, Pushing, Grasping, Sedentary Work, Light Work

MENTAL DEMANDS:

- Extreme Temperatures: Less than 25% of the time
- Inadequate Lighting: Less than 25% of the time
- Work Space Restricts Movement: Less than 25% of the time
- Intense Noise: 25%-5% of the time
- Travel: More than 50% of the time
- Emotional control under stress: Less than 25% of the time
- Frequent interruptions: 25-50% of the time

OTHER DEMANDS:

None

All TVCC positions are security sensitive and require a criminal background check.



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The above job description has been reviewed with the employee and it was explained that all questions concerning duties, responsibilities, working conditions, hours, etc., should be directed to the immediate supervisor.

Employee's Signature

Date

Supervisor's Signature

Date

Approved: 7/18/01

Revised: 10/12/2021

Classification:	Staff	Coordinating/Non-Coordinating:	NC
FLSA Status:	Non-Exempt	TVCC Job Code:	1551
DBM:	B	Travel Required:	25-50% of the time
IPDEDS/SOC CODE:	11-2031	Employment Status:	Full-Time
Salary Grade:	190	Length:	12 Months
FUND:	001	TRS POS. CODE	TRS 01

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