

SPORTS INFORMATION OFFICER

GENERAL STATEMENT:

Responsible for all aspects of media and sports information relating to the college's intercollegiate sports; men's and women's basketball, football, softball and volleyball. This position is also responsible in aiding the Public Information Officer and Graphic Artist and Print Design Coordinator in aspects of communications, marketing and design of college materials.

REPORTS TO:

Vice President of Institutional Advancement & Executive Director of TVCC Foundation

OCCUPATIONAL GROUP:

Auxiliary

FLSA: Non-Exempt

QUALIFICATIONS FOR APPOINTMENT:

EDUCATION:

Bachelor's degree in communications, journalism, marketing or related fields. Experience in journalism may substitute year for year for required education.

LICENSE OR CERTIFICATION:

None

EXPERIENCE:

Three (3) years work experience in sports information environment. A strong commitment to the student-athlete concept and a working knowledge of the NJCAA rules and regulations is required.

OTHER:

Must possess excellent written and verbal communications skills. Demonstrated experience with digital photography, and editing digital images. Demonstrated experience with digital layout and design (Quark Express, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop). Demonstrated experience with Microsoft Office Suite (MS Word, Excel, and Power Point). Experience in management and promotion of regional and national tournaments is preferred. Previous experience dealing with the media on the local, regional, national level is preferred.

DUTIES AND 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.
- 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 assigned by the Vice President of Institutional Advancement in coordination with the Athletic Director.
- 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.

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- Assist the Public Information Officer with college event coverage, media releases, features and news stories when needed.
- Perform other communications duties as assigned by the Vice President of Institutional Advancement.

PHYSICAL REQUIREMENTS:

- May be required to lift, push, or pull 50 lbs.
- Exposure to machine noise and fumes resulting from print processes.
- Ability to work flexible work schedule.
- Ability to travel to sporting events locally and overnight.

The above job description has been reviewed with the employee and specific duties and responsibilities were explained. It was also 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

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

Approved: 2/1/2012 Revised: 11/12/2015

JD551