

EL CAMINO COLLEGE DISTRICT

CLASS TITLE: Sports Information Specialist

BASIC FUNCTION:

Under the direction of the Health Sciences & Athletics Dean and in coordination with the Public Relations & Marketing Division, the Sports Information Specialist will perform a variety of functions including the publicity and promotion of the college intercollegiate athletics programs. This may be achieved through the use of announcements, news releases and publications, which may be distributed to the media and the community through the college's athletic Web pages and social media channel(s); and through direct requests for information.

REPRESENTATIVE DUTIES:

Update and compile information for athletic statistical reports and historical records.

Attend all home and designated away events to perform a variety of functions in support of athletic programs including overseeing the press box, on press row, and at the official scoring table to maintain accuracy and integrity of game management personnel and to provide a non-partisan working environment.

Coordinate the compilation of game and season statistics, including the training of those working with statistical software.

Writes, edits and distributes news releases to approved sports-related media outlets.

Design and distribute numerous media guides, event and team programs, and other digital and print materials in coordination with the Public Relations & Marketing Division.

Maintain the athletic Web pages and social media channel(s) by updating game-day news, rosters, schedules and results, records and statistics.

Coordinate with Public Relations & Marketing Division when necessary for athletic-related interviews and statements.

Serve as a liaison between coaches and/or student-athletes for game day media requests; respond to post-game day requests for information regarding individual players and teams.

Collect biographical information from student-athletes.

Schedule photography at sports events with the Public Relations & Marketing Division; take photos and maintain current photo file of teams and individual athletes for publicity purposes.

Coordinate and maintain athletic logo usage through the Public Relations & Marketing Division.

Provide direction to event workers and student workers as needed.

Perform other duties as assigned.

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

AP and other journalistic standards, methods, procedures and techniques to write athletic news releases and publications.

Proficient in Microsoft Office and Adobe Creative Suite

Working knowledge of sports statistics and desktop publishing software.

Standard knowledge of Web applications and software.

Use of camera for photography purposes to take still and action shots.

Knowledge of playing, officiating, and other sports rules, regulations and practices used in a wide range of sporting events.

Equipment operations and uses of scoreboard and public address systems used for sporting events.

ABILITY TO:

Communicate effectively both orally and in writing.

Exercise a high-degree of initiative, judgment and self-management, discretion and decision-making to integrate organizational priorities, meet deadlines and achieve objectives.

Plan and organize work to meet changing priorities and deadlines.

Use standard web applications to post content to District Web pages.

Demonstrate strong computer, analytical, organizational and written/oral communications skills.

Compile, maintain, calculate and interpret statistical data for individual and team current and historical records.

Understand and follow oral and written instructions.

Prepare and communicate the status of reports and projects.

Complete assignments with many interruptions; work effectively and independently with little direction.

Maintain Confidentiality.

EDUCATION AND EXPERIENCE:

Bachelor's degree in English, Journalism, Communications, Public Relations, or related field from an accredited college or university and two years of full-time experience in media, public relations, or communications with a specialization in sports.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

Interact with a wide variety of individuals.

Working hours may be irregular and vary, including nights and weekends as needed.

Lift and carry up to 25 lbs.

Indoor and outdoor work.

Prolonged periods of standing, bending, leaning, or sitting.

Travel between buildings on campus, to centers, and off-campus locations.

Exposure to various weather conditions.

Extensive computer work.

Frequent moves from one work area to another.

Additional hours may be required.

Classified Salary Range: 37

Board Approval: October 17, 2016