



## Sports Information Specialist

Classified Range: **26TBD**

Board Approved: 11/18/21, rev. TBD

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*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 within the job; however, any additional duties will be reasonably related to this class.*

### **SUMMARY DESCRIPTION**

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Performs a variety of duties in support of the college's physical education and sports information programs.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from appropriate supervisor; checks with supervisor regarding non-routine assignments. May provide technical and functional direction to assigned student workers.

### **REPRESENTATIVE DUTIES**

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*The following duties are typical for this classification.*

1. Prepares and distributes athletic contest statistics including team and individual performance statistics; ensures the preparation and maintenance of accurate data sets, photo files, and data for information returned for the physical education and athletic departments.
2. Functions as the official scorekeeper and operates scoreboards as needed.
- 1-3. Attends games on and off-site and compiles table statistics for a variety of sports.
- 2-4. Plans and coordinates the preparation and distribution of physical education and athletic publications including sports brochures, program brochures, media guides, newsletters, weekly releases, special news spots, game results, and related publications for both physical education and athletics.
5. Prepares and issues public relations and media pieces to support and promote the physical education and athletic departments and athletic and physical education events.
6. Arranges photo shoots, takes photos and/or video records games and athletic events, edits and distributes photos and/or videos to appropriate sources.
- 3-7. Implements a comprehensive, multi-platform social media plan to share program, game, and athlete information and to develop a fan base and sense of community amongst followers.
- 4-8. Responds to information request from the news media, conference offices, Strategic Concepts in Organizing & Policy Education (SCOPE), National Collegiate Athletic Association (NCAA), and other sports information officers; provides accurate and complete information in a timely manner.
9. Maintains the Physical Education and Athletic Department web page.
10. Assist in creating and updating various documents and handbooks related to the athletics department.
- 5-11. Assist in the development of sports-related budgets and manage expenses to ensure expenditures remain within approved funding levels; recommend purchase of software and related equipment and supplies necessary for sports reporting and promotional activities.



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6.12. Performs other duties related to the primary job duties.

### **MINIMUM QUALIFICATIONS**

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

#### **CORE COMPETENCIES:**

##### **Analyzing and Interpreting Data**

- Apply sorting, coding and categorizing rules
- Analyze data
- Read reports
- Draw meaning and conclusions from quantitative and/or qualitative data

##### **Customer Focus**

- Attending to the needs and expectations of customer
- Seeks information about the immediate and longer term needs of the customer
- Anticipates what the customer may want or expect in a product or service
- Works across organizational boundaries to meet customer needs \*\*

##### **Reading Comprehension**

- Understanding and using written information
- Knows the meaning of printed words; comprehend the literal meaning of text
- Make interpretations, applications, deductions, inferences, extrapolations from written information \*\*

##### **Professional and Technical Expertise**

- Applying technical subject matter to the job \*\*
- Knows the rudimentary concepts of performing the essential technical operations

##### **Critical Thinking**

- Analytically and logically evaluates information to resolve problems
- Follow guide, SOP or other step by step procedures for locating the source of a problem and fixing it
- May detect ambiguous, incomplete, or conflicting information or instructions\*\*

##### **Attention to Detail**

- Focusing on the details of work content



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- Shows care and thoroughness in adhering to process and procedures that assure quality
- Applies knowledge and skill in recognizing and evaluating details of work\*\*
- Applies skilled final touches on products

### Using Technology

- Working with electronic hardware and software applications
- Using basic features and functions of software and hardware
- Experiments and finds novel uses for standard features and functions \*\*
- Adds, improves, modifies, or develops features and functionality\*\*

### Team Work/Involving Others

- Collaborating with others to achieve shared goals
- Engages others for suggestions and ideas

### Writing

- Communicating effectively in writing
- Using correct writing mechanics including spelling, vocabulary, grammar, syntax, punctuation, capitalization, sentence structure
- Logically orders and structures ideas and progression of thought

### Adaptability

- Responding positively to change and modifying behavior as the situation requires\*\*
- Accept and adjust to changes and the unfamiliar

### Innovation

- Imagining and devising new and better ways of doing things\*\*
- Fix what is broken; find solutions and fixes with resources at hand
- Finds new approaches to performing familiar tasks
- Create and invent new ideas; envision the unexpected, unexplored, untried\*\*

### Listening

- Comprehend and verbal instructions and orally presented information
- Recalls or retrieves key points in a conversation
- Listen actively by rephrasing others' input cogently and accurately\*\*

### Valuing Diversity

- Shows acceptance of individual differences
- Welcomes input and inclusion of others who may be different from oneself



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- Shows understanding and empathy for the challenges of groups seeking inclusion or dealing with perceived discrimination

*\*\*Lead, Advanced or Senior Level Positions*

### **Education and Experience Guidelines**

#### **Education/Training:**

An associate's degree from an accredited college or university with a major coursework in sports journalism, public relations, marketing communications or a related field.

Equivalent to the completion of high school supplemented by twelve (12) units of college-level course work in communications, journalism, sports writing, or a related field.

#### **Experience:**

Two (2) years of journalism experience.

### **Equivalency Provision:**

In the absence of an associate's degree from an accredited college or university with a major coursework in sports journalism, public relations, marketing communications~~twelve (12) units of college level coursework in communications, journalism, sports writing,~~ or a related field, equivalent to the completion of high school and ~~three (3)~~four (4) years of journalism experience is qualifying.

### **LICENSE OR CERTIFICATION:**

Possession of a valid driver's license

### **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting, in indoor and outdoor environments and travel from site to site; frequent interruptions and contact in person and on the telephone with students, academic and classified staff, and others.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to occasionally lift, carry, push, and/or pull light to moderate amounts of weight up to 25 pounds; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.



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**Hearing:** Hear in the normal audio range with or without correction.