

COLLEGE SPORTS PUBLICITY SPECIALIST

DEFINITION

Under general supervision, performs a variety of public information functions including the publicity and promotion of the College's athletic programs. Develops and distributes announcements, news releases, and publications which may be distributed to the media and the community; updates the College's athletic website, email, mail, and other social media outlets.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the assigned managerial personnel. Exercises no direct supervision of staff. Provides technical and functional direction and training to temporary employees.

CLASS CHARACTERISTICS

This classification performs a variety of activities, requiring creativity, initiative, and sound independent judgment, to publicize the College's athletic events and athletes. The incumbent provides general communications and organizational support to the College's athletic program.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Organizes public relations activities and functions related to the College's sports program including publicity, advertising, and promotional plans and strategies; writes related sports information materials.
2. Assists with designing, developing, and maintaining College athletic website with updated information.
3. Assists with the coordination of information released to the media/general public; schedules interviews between coaches or students and the press; responds to general media questions.
4. Assists with the coordination of the compilation of game and season statistics; updates and maintains sports statistics and records information; monitors sport progress, wins, and losses.
5. Compiles data and information for publications, flyers, etc.; produces sports statistics reports for publication; compiles, reviews, updates, and maintains team and individual historical data for publication.
6. Takes photographs and/or video of teams, players, and action shots during games and athletic events; edits and distributes photos and/or videos to appropriate sources.
7. Updates and inputs team rosters, schedules, and coaching biographies.
8. Assists in the hiring and training of game staff; schedules and oversees game staff, including scorebook, scoreboard, announcers, linemen, spotters/statisticians, and shot clock controllers for a variety of sports.
9. Attends all home and designated athletic events, department, and state wide meetings as needed.
10. Assists with event set up for sports media or sports information booths; oversees the press box and official scoring table to maintain accuracy and integrity of game.

11. Promotes an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility.
12. Provides quality customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
13. Supports and abides by federal, state, and local policies and Board Policies and Administrative Procedures.
14. Participates on committees, task forces, and special assignments, including, but not limited to, Screening and Selection Committees and mandated trainings as required.
15. Prepares and delivers oral presentations related to assigned areas as required.
16. Performs other related or preceding classification duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of supporting a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
3. Journalistic writing and reporting techniques.
4. General sports rules and regulations.
5. California Community College Athletic Association/National Collegiate Athletic Association (CCCAA/NCAA) statistical formats and requirements.
6. Modern office practices, methods, and computer equipment and applications related to the scope of responsibility.
7. Techniques for effectively representing the College in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
8. Techniques for providing a high level of customer service by effectively interacting with the public, vendors, students, and College staff, including individuals of various ages, disabilities, socio-economic levels, and ethnic groups.

Skills & Abilities to:

1. Advocate for and communicate the College's vision and commitment to creating a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Participate in addressing gaps in diversity, equity, inclusion, social justice, anti-racism, and accessibility in the recruitment and retention of staff.
3. Participate in providing resources and support towards the goal of a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
4. Establish and maintain a variety of filing, record-keeping, and tracking systems.
5. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
6. Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
7. Communicate effectively through various modalities.

8. Learn and apply emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
9. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures; understands scope of authority in making independent decisions.
10. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

1. Equivalent to a bachelor's degree from a regionally or nationally accredited four-year college or university with major coursework in kinesiology, physical education, health, public relations, media relations, or a field related to enhancing and updating social sports information; and
2. Two (2) full-time equivalent years of increasingly responsible experience in sports information or sports journalism is required.

Desirable Qualifications:

1. Experience in website maintenance and updating social media.
2. Experience working with policies and procedures relating to diversity, equity, inclusion, social justice, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI); OR
3. Experience with participation in programs relating to diversity, equity, inclusion, social justice, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI).

Licenses and Certifications:

The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain a valid California driver's license.

PHYSICAL DEMANDS

Must possess mobility to work in an athletic facility and in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone. Must possess the physical stamina, strength, and mobility to perform light to medium physical related to setting up sports media area. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Incumbents in this classification occasionally bend, stoop, kneel, reach, climb, and walk on uneven surfaces to participate in athletic activities in order to obtain team and player action shots. Incumbents must possess the ability to lift,

carry, push, and pull materials and objects typically weighing up to 50 pounds, and occasionally heavier weights with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Incumbents work in the field and/or facilities and are occasionally exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, vibration, confining workspace, chemicals, mechanical and/or electrical hazards, and hazardous physical substances and fumes. Incumbents may interact with staff, students, and/or the public in interpreting and enforcing departmental policies and procedures.

Amended: 11/2023