

SPORTS PUBLICIST

DEFINITION

Under general supervision, performs a variety of public information functions including the publicity and promotion of the college athletic programs. Develops announcements, news releases, and publications which may be distributed to the media and the community; through the college's athletic website, email, mail, or other social media outlets such as Facebook, Twitter, Instagram, etc.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Athletic Director. Exercises no direct supervision of staff. Assists with the supervision of work-study and other part-time hourly Athletic employees.

CLASS CHARACTERISTICS

This classification is distinguished from other positions within Kinesiology, Athletics, and Dance in that it is the only classification that is primarily focused on developing and implementing news releases, publications, and updates to electronic media for all sports teams.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

- Maintains rosters, schedules and statistics with current results and game times, in print and online.
- Assists with maintaining college athletic website with updated information.
- Assists with the coordination of information released to the media/general public.
- Assists with the coordination of the compilation of game and season statistics.
- Compiles data and information for publications, flyers, etc.
- Takes low grade photographs of teams, players and action shots.
- Responds to general media questions.
- Attends athletic events, department, and state wide meetings as needed.
- Assist with event set up for sports media or sports information booths.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Journalistic writing and reporting techniques
- Proper English usage, spelling, grammar and punctuation
- Principles and procedures of record keeping
- General sports rules and regulations
- California Community College Athletic Association/National Collegiate Athletic Association (CCCAA/NCAA) statistical formats and requirements
- Modern office procedures, methods and equipment
- Microsoft Office Professional Suite (Word, Excel, PowerPoint, Access), Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, Presto Website Coding, Omni Update, Stat Crew and/or other statistical software
- Latest photographic trends and technology
- Facebook, Twitter, Instagram and other social media websites

Skills & Abilities to:

- Ability to maintain an athletic website with current and accurate information
- Ability to clearly and concisely communicate, both written and orally
- Demonstrated ability to run a press box, including credentialing, providing results, etc.
- Demonstrated sensitivity to, and understanding of, the diverse academic, socioeconomic, cultural and ethnic backgrounds of staff and students, along with staff and students with physical and learning disabilities
- Ability to use a tablet or smart phone for low grade picture taking

Education and Experience:

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from a regionally accredited four-year college or university with major coursework in kinesiology, physical education, health, public relations, media relations, or a field related to enhance and updating social sports information and at least two (2) years of increasingly responsible experience in sports information or sports journalism is required. Experience in website maintenance and updating social media is preferred.

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; and 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. Employees 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.