

Job Description	
<b>Title:</b>	College Sports Publicity Specialist ( <i>Previously Sports Publicist</i> )
<b>Unit:</b>	CSEA 262
<b>Range:</b>	88
<b>Synopsis:</b>	Modification
<b>Rationale:</b>	The position title was revised to meet changing industry terminology. The job description was also amended to better reflect the job duties and standard language was added throughout.
<b>Incumbent:</b>	1 incumbent

## **SPORTS PUBLICIST 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; ~~through~~ **updates** the College's athletic website, email, mail, or **and** other social media outlets ~~such as Facebook, Twitter, Instagram, etc.~~

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general **administrative direction** supervision from the Athletic Director **assigned managerial personnel**. Exercises no direct supervision of staff. Assists with the supervision of work study and other part-time hourly Athletic employees **Provides technical and functional direction and training to temporary 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 **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; **and produces sports statistics reports for publication; compiles, reviews, updates, and maintains team and individual historical data for publication.**
6. Takes low-grade photographs **and/or video records** 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 home team and designated away events.**
10. Attends **all home and designated** athletic events, department, and state wide meetings as needed.
11. Assist 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.**
12. Promotes an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility.
13. Provides quality customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
14. Supports and abides by federal, state, local policies, and Board Policies and Administrative Procedures.
15. Participates on committees, task forces, and special assignments, including, but not limited to Screening and Selection Committees and mandated trainings as required.
16. Prepares and delivers oral presentations related to assigned areas as required.
17. 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. Proper English usage, spelling, grammar and punctuation
5. Principles and procedures of record keeping
6. General sports rules and regulations
7. California Community College Athletic Association/National Collegiate Athletic Association (CCCAA/NCAA) statistical formats and requirements
8. Modern office procedures, **practices,** methods and **computer** equipment **and applications related to the scope of responsibility.**
9. 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
10. Latest photographic trends and technology
11. Facebook, Twitter, Instagram and other social media websites
12. **Techniques for effectively representing the College in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.**
13. **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, 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.**
11. ~~Ability to maintain an athletic website with current and accurate information~~
12. ~~Ability to clearly and concisely communicate, both written and orally~~
13. ~~Demonstrated ability to run a press box, including credentialing, providing results, etc.~~
14. ~~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~~
15. ~~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:~~

1. Equivalent to graduation **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 enhance 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 ~~is preferred.~~

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; 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~~ **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**

~~Employees~~ **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.