

ATHLETIC COMMUNICATION DIRECTOR SERIES

Code No.	Class Title	Occ. Area	Work Area	Prob. Period	Effective Date	Last Action
1047	Assistant Athletic Communication Director	01	215	6 mo.	11/01/17	Rev.
2495	Athletic Communication Director	01	215	6 mo.	11/01/17	Rev.

Promotional Line: 290

Series Narrative

Employees in positions allocated to this series participate in the development, management, coordination, and implementation of a sports information program, including overall athletic public relations, marketing, and promotions. They are involved in publicity coverage, fund-raising events, and compilation, interpretation, and dissemination of statistics.

DESCRIPTIONS OF LEVELS OF WORK

Level I: Assistant Athletic Communication Director 1047

Employees in positions allocated to this level of the series assist in the implementation and coordination of an athletic communication program, concentrating on the preparation, editing, and release of publicity items and the compilation and dissemination of sports statistics following standard style guidelines. This position is responsible for directing and coordinating athletic communication game coverage, press releases and athletic features for website, social media sites, and media outlets. They work under general supervision of higher-level personnel.

An Assistant Athletic Communication Director typically

1. researches, writes, and releases sports publicity materials, as directed, to appropriate media, following standard format and style guidelines;
2. compiles information for media brochures, booklets, and newsletters and coordinates the printing and distribution;
3. gathers statistics and information for athletic-event programs, coordinates publication, and distributes to appropriate media and personnel; assists in the generation of advertising revenue;
4. compiles, disseminates, and maintains sports statistics on individuals and teams for media, athletic organizations and associations, and opposing teams;
5. composes department press releases and game notes for specified events;
6. reports results of events to appropriate media in requested format, length, and style;
7. provides timely and regular content for athletic department's website and social media channels;
8. coordinates media appearances for the athletic department, coaches, and student athletes;
9. coordinates the operation and maintenance of a press box, including equipment, forms, statistics, etc.;

10. organizes team photo shoots;
11. directs live web broadcasts;
12. serves as lead worker for clerical, technical, and/or student employees as directed;
13. performs other related duties as assigned.

Level II: Athletic Communication Director**2495**

Employees in positions allocated to this level of the series are responsible for the coordination and management of an athletic communication program including creating and maintaining a dynamic and timely athletic website and social media presence. They work under administrative supervision from higher level personnel.

An Athletic Communication Director typically

1. researches, writes, and releases sports publicity materials, including digital materials; recommends changes in and ensures compliance with format and style in materials prepared by subordinates or others;
2. designs and edits media brochures, booklets, newsletters and other promotional materials, and assists in negotiation of publication details;
3. is responsible for editing, entering into contract for, and the distribution of programs related to athletic events;
4. gathers, maintains, and reports official statistics as required by the University, third-party agencies (such as coaches' associations), conference(s), and the NCAA;
5. manages inquiries concerning Intercollegiate Athletics from various internal and external sources;
6. serves as primary contact and host for the dissemination of electronic and print media with respect to Intercollegiate Athletics;
7. assists in the event management for Intercollegiate Athletics (i.e., public address announcing and scoreboard management);
8. prepares and maintains records as requested and required by athletic organizations and associations;
9. manages the athletics website; works in conjunction with University and department marketing for the production of social media content;
10. contracts photographers and releases and distributes pictures to appropriate media;
11. supervises clerical, technical, assistant director, and/or student employees assigned to a sports information program;
12. performs other related duties as assigned.

MINIMUM ACCEPTABLE QUALIFICATIONS REQUIRED FOR ENTRY INTO:**Level I: Assistant Athletic Communication Director****1047**

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination totaling four (4) years (48 months) of the following types of preparation:
 - a) college course work in or related to journalism, public relations, communications, or English
 - Associate Degree (60 semester hours) equals two (2) years (24 months)
 - 90-semester hours equals three (3) years (36 months)
 - Bachelor's Degree or higher (120 semester hours) equals four (4) years (48 months)
 - b) professional publicity or news media experience which involves writing and editing work
2. One (1) year (12 months) of experience working in the sports information field.

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of computers – Adobe Photoshop, Adobe InDesign, Microsoft Office Suite, Stat Crew, and other computer programs.
2. Knowledge of all department-sponsored sports.
3. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
4. Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership techniques, production methods, and coordination of people and resources.
5. Knowledge of principles and processes for providing customer and personal services.
6. Knowledge of media production, communication, and dissemination techniques and methods.
7. Skill in using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
8. Skill in organizing work assignments, managing multiple tasks, and responding quickly and effectively to challenges.
9. Skill time management.
10. Skill in quality control analysis.
11. Skill in verbal and written communication.

12. Skill in identifying and solving problems.
13. Skill in monitoring/assessing the performance of yourself and others to make improvements or take corrective action.
14. Ability to be detail oriented.
15. Ability to supervise.
16. Ability to write and edit news releases, brochures, and reports.
17. Ability to imagine how something will look after it is moved around or when its parts are moved or rearranged.
18. Ability to come up with clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
19. Ability to work with media personnel.
20. Ability to prepare sports statistics.
21. Ability to sit or stand for extended periods of time.

Level II: Athletic Communication Director**2495**

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination totaling four (4) years (48 months) of the following types of preparation:
 - a) college course work in or related to journalism, public relations, communications, or English
 - Associate Degree (60 semester hours) equals two (2) years (24 months)
 - 90-semester hours equals three (3) years (36 months)
 - Bachelor's Degree or higher (120 semester hours) equals four (4) years (48 months)
 - b) professional publicity or news media experience which involved writing and editing work
2. Three (3) years (36 months) of experience working in the sports information field with two (2) of those years (24 months) performing duties comparable to the lower level of this series.

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of computers- graphic editing, video editing, design software, document editors, statistical systems, website software, and other computer programs.
2. Knowledge of all department-sponsored sports.

3. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
4. Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership techniques, production methods, and coordination of people and resources.
5. Knowledge of principles and processes for providing customer and personal services.
6. Knowledge of media production, communication, and dissemination techniques and methods.
7. Skill in using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
8. Skill in organizing work assignments, managing multiple tasks, and responding quickly and effectively to challenges.
9. Skill in time management.
10. Skill in quality control analysis.
11. Skill in verbal and written communication.
12. Skill in identifying and solving problems.
13. Skill in monitoring/assessing the performance of yourself and others to make improvements or take corrective action.
14. Ability to coordinate and manage a sports information program.
15. Ability to be detail oriented.
16. Ability to supervise.
17. Ability to write and edit news releases, brochures, and reports.
18. Ability to imagine how something will look after it is moved around or when its parts are moved or rearranged.
19. Ability to come up with clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
20. Ability to work with media personnel.
21. Ability to prepare sports statistics.
22. Ability to sit or stand for extended periods of time.