VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

CLASS TITLE: SPORTS INFORMATION SPECIALIST

BASIC FUNCTION:

Under general supervision, perform a variety of duties in support of a sports information program, including gathering and distributing sports information and promoting intercollegiate athletics and student-athletes.

REPRESENTATIVE DUTIES:

Compile and coordinate the release of information regarding competitions, tournaments, and sporting events to the media, college athletic websites, and coaching staff in collaboration with coaching staff and in concert with District policy and the California Community College Commission on Athletics (CCCCA)/Western State Conference regulations.

Gather, prepare, and distribute sporting event scores and summaries in compliance with conference and CCCAA statistical guidelines, including team and individual performance statistics; obtain team records and historical performance statistics from opponents when hosting competitions and distribute to local and visiting media within timelines.

Develop media guides, press releases, and biographical profiles of student-athletes and teams; maintain and update college athletic websites with information such as player and team performance, ranking, team roster, schedule, coaches, and conference titles.

Develop media relations utilizing newspapers, radio, television and other media; establish and develop community relations to facilitate community support of college sports; respond to requests from media; arrange interviews with coaches and student-athletes; promote interest and attendance at athletic events.

Oversee and participate in the gathering of sports information at athletic events; ensure a professional and impartial work environment is maintained at all times in press box/press row areas.

Track and archive individual and team performance statistics and school records, both academic and athletic; submit record-keeping reports as required; nominate and recognize student-athletes for national, state, and local awards/honors.

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.

Administer first aid and cardiopulmonary resuscitation (CPR) to athletes, students, staff, faculty, and attendees of athletic events as necessary.

Provide work direction to others.

Perform related duties as assigned.

Established February 2014
KNOWLEDGE AND ABILITIES:

**KNOWLEDGE OF:**

- Principles and best practices of managing a sports information program as they relate to intercollegiate athletic events
- Principles and best practices of public relations, including marketing, promoting, publicizing, and generating local media interest in District sports and student-athletes
- Principles and methods of gathering, analyzing, and preparing descriptive statistics used in intercollegiate athletics
- Principles and practices of journalism and business communication
- Fundamentals of English grammar, spelling, and composition
- Techniques and methods used in editing and general design, lay-out, and production of written communication materials
- Applicable rules, regulations, and District policies and procedures governing web-based content
- Modern computing including social networking, web design and maintenance, e-mail, word processing, and desktop publishing software
- Record keeping techniques with regard to student and team performance
- Principles of budget development and management
- Principles of first aid and CPR

**ABILITY TO:**

- Maintain a sports information program
- Deliver sports information in a variety of formats, including digital, print, audio, and video within prescribed timelines
- Maintain competency with respect to knowledge of CCCAA and Western State Conference constitution and bylaws
- Exhibit sensitivity to and understanding of the diverse academic, social, economic, cultural, disability, and ethnic background of community college students
- Establish and maintain effective working relationships with those contacted in the course of work
- Operate a computer and applicable software to carry out assigned responsibilities
- Maintain and update web pages
- Write press releases and publications
- Read, interpret, apply, and explain regulations, guidelines, policies, and procedures
- Prepare reports and maintain complex records
- Gather, analyze, and prepare descriptive statistics accurately
- Communicate clearly and concisely, both orally and in writing
- Exercise initiative and independence of judgment and action
- Administer first aid and CPR
EDUCATION AND EXPERIENCE:

A. An associate degree AND four years of sports journalism experience, including experience with website maintenance.

OR

B. A bachelor’s degree AND two years of sports journalism experience, including experience with website maintenance.

LICENCES AND OTHER REQUIREMENTS:

Obtain valid First Aid and CPR certificates within five months of employment

WORKING CONDITIONS:

ENVIRONMENT:

Work includes nights and weekends
Gymnasium, court, or outdoor environment
Office environment with frequent interruptions
Exposure to adverse weather and temperature extremes

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate a computer keyboard and other office equipment and technology
Seeing to observe athletic contests
Hearing and speaking to communicate and provide information to others