

## SPORTS INFORMATION DIRECTOR SERIES

<u>Code No.</u>	<u>Class Title</u>	<u>Occ. Area</u>	<u>Work Area</u>	<u>Prob. Period</u>	<u>Effective Date</u>
1047	Assistant Sports Information Director	01	215	6 mo.	11/01/83
2495(1045)	Sports Information Director	01	215	6 mo.	11/01/83

### *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 Sports Information Director** **1047**

Employees in positions allocated to this level of the series assist in the implementation and coordination of a sports information program, concentrating on the preparation, editing, and release of publicity items and the compilation and dissemination of sports statistics following standard style guidelines. They work under general supervision of higher-level personnel.

An Assistant Sports Information 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; assists in the generation of advertising revenue
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. serves as lead worker for clerical, technical, and/or student employees as directed
6. reports results of events to appropriate media in requested format, length, and style
7. coordinates the operation and maintenance of a press box, including equipment, forms, statistics, etc.
8. performs other related duties as assigned

**Level II: Sports Information Director****2495(1045)**

Employees in positions allocated to this level of the series are responsible for the coordination and management of a sports information program. They work under administrative supervision from higher-level personnel.

A Sports Information Director typically –

1. researches, writes, and releases sports publicity 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, and newsletters 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. contracts photographers and releases and distributes pictures to appropriate media
5. is responsible for keeping and preparing sports statistics
6. prepares and maintains records as requested and required by athletic organizations and associations
7. supervises clerical, technical, assistant director, and/or student employees assigned to a sports information program
8. serves as prime contact with media for the dissemination of information
9. performs other related duties as assigned

**MINIMUM ACCEPTABLE QUALIFICATIONS REQUIRED FOR ENTRY INTO:****Level I: Assistant Sports Information Director****1047****CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER**

1. (A) Baccalaureate degree in journalism, communications, or English  
or  
(B) three years of professional publicity or news media experience which involved writing and editing work  
or  
(C) a combination of such education and experience totaling three years
2. one year of experience in sports publicity work

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

- 1. thorough knowledge of all major and non-revenue sports
- 2. ability to write and edit news releases, brochures, and reports
- 3. ability to work with media personnel
- 4. ability to prepare sports static's

**Level II: Sports Information Director**

**2495(1045)**

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

- 1. possession of experience/training requirements for the lower level of this series
- 2. two additional years of experience performing duties comparable to the lower level of this series

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

- 1. thorough knowledge of all major and non-revenue sports
- 2. skill in writing and editing news releases, brochures, and reports
- 3. skill in working with media personnel
- 4. skill in preparing sports statistics
- 5. ability to coordinate and manage a sports information program
- 6. supervisory ability

Assistant Sports Information Director .....	New
Sports Information Director .....	Revised