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Occ. Area:	01
Work Area:	000
Prob. Period:	12 mo.
Prom. Line:	None
Effective Date:	03/15/19
Last Action	New

ATHLETIC COMMUNICATIONS ASSOCIATE

Function of Job

Employees in positions allocated to this classification 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, events, creating and maintaining a dynamic and timely athletic website and social media presence, and compilation, interpretation, and dissemination of statistics. They work under administrative supervision from higher level personnel.

Characteristic Duties and Responsibilities

An Athletic Communications Associate typically:

1. creates and executes differentiated marketing strategies that drive reputation, and that support the efforts of university sports programs; monitors and investigates new market trends recommends strategy adjustments to increase brand reputation, licensing, and/or revenue generation;
2. researches, writes, and releases sports publicity materials, including digital materials, following standard format and style guidelines; compiles information for, designs, and edits media brochures, booklets, newsletters and other promotional materials, and assists in negotiation of publication details; coordinates printing and distribution; organizes photo archives/records for historical purposes;
3. is responsible for editing, entering into contract for, and the distribution of programs related to athletic events; coordinates publication, and distributes to appropriate media and personnel; assists in the generation of advertising revenue;
4. gathers statistics and information for athletic-event programs;; compiles, disseminates, and maintains sports statistics on individuals and teams for media, athletic organizations and associations, and opposing teams; gathers, maintains, and reports official statistics as required by the University, third-party agencies (such as coaches' associations), conference(s), and the NCAA; prepares and maintains records as requested and required by athletic organizations and associations;

5. composes department press releases and game notes for specified events; reports results of events to appropriate media in requested format, length, and style;
6. establishes, cultivates and maintains effective working relationships with various internal and external constituencies and other key stakeholders in an effort to generate and publicize articles and stories highlighting the achievements of Athletics, its programs and its student-athletes;
7. manages inquiries concerning Intercollegiate Athletics from various internal and external sources; exercises discretion in response to sensitive inquiries to student-athletes, coaches, staff, and the university, utilizing guidelines provided by the Family Educational Rights and Privacy Act (FERPA);
8. serves as primary contact and host for the dissemination of electronic and print media with respect to Intercollegiate Athletics;
9. assists in event management for Intercollegiate Athletics (i.e., public address announcing and scoreboard management);
10. assists in crisis communication to mitigate crises by providing timely and accurate information to all constituencies;
11. manages overall maintenance and upkeep of the athletics website; provides timely and regular content for athletic department's website;
12. works in conjunction with University and department marketing for the production of social media content; provides timely and regular content for athletic department's social media platforms; recommends changes in social media strategy; stays up-to-date on social media in the marketplace and emerging platforms/tech/strategies;
13. coordinates media appearances for the athletic department, coaches, and student athletes; organizes team photo shoots; contracts photographers and releases and distributes pictures to appropriate media;
14. coordinates the operation and maintenance of a press box, including equipment, forms, statistics, etc.;
15. hires, trains, evaluates and supervises athletics communications, clerical, technical, and/or student employees assigned to an athletic communication program;
16. performs other related duties as assigned.

MINIMUM ACCEPTABLE QUALIFICATIONS

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Bachelor's degree in journalism, sports communications, sports marketing, sports management, public relations, communications, English, or a related field.

2. One (1) year (12 months) of professional experience working in the sports communications/sports information field.
3. Based on position requirements, additional education, training and/or work experience in the area of specialization inherent to the position, may be required.

*Note Master's Degree in an area consistent with the duties of the position may be substituted for one (1) year (12 months) of work experience.

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of Microsoft Office, Adobe InDesign, Photoshop, presentation software, spreadsheet software, video creation and editing software, web page creation and editing software, and analytical or scientific software.
2. Knowledge of media production, including social media platforms and efficiency of use, communication, and dissemination techniques and methods.
3. Knowledge of National Collegiate Athletics Association (NCAA) regulations.
4. Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
5. Knowledge of all department-sponsored sports.
6. Knowledge and skill in athletic statistics software (i.e. Stat Crew).
7. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
8. 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.
9. Skill in time management, organizing work assignments, and responding quickly and effectively to challenges.
10. Skill in quality control analysis.
11. Ability to take and edit photos, and write and edit news releases, feature stories, brochures, and reports.