

OCTOBER 2016
FLSA: EXEMPT
SALARY: P

CBA DESIGNATION: CLASSIFIED MANAGEMENT

RIVERSIDE COMMUNITY COLLEGE DISTRICT

DIRECTOR, SPORTS INFORMATION

BASIC FUNCTION: Under the supervision of the Athletic Director, develops and disseminates public communication concerning sports information and events to students, staff, faculty, and the community.

SUPERVISORY RESPONSIBILITIES: Provides supervision to assigned staff, students, and short-term workers.

REPRESENTATIVE DUTIES (Illustrative Only):

1. Prepares and distributes athletic contest statistics including team and individual performance statistics; ensures the preparation and maintenance of accurate data sets, photo files, and data for information returned for the athletic department.
2. Plans and supervises the preparation and distribution of athletic publications including sports brochures, program brochures, newsletters, weekly releases, special news spots, game results, and related publications for athletics.
3. Responds to information requests from the public news media, conference offices, CCCAA, NCAA, and other sports information offers; provides accurate and complete information in a timely manner.
4. Manages and solely operates the Athletic Department web page providing content to make this information current and accurate and will keep Riverside City College Athletes social networking pages consistently updated with pertinent information.
5. Professionally represents Riverside City College and Riverside City College Athletics at conference meetings, at California Community College Sports Information Association (CCCSIA) meetings and at other off-site venues.
6. Works in conjunction with other California Community College Athletic Association (CCCAA) programs that do not have Sports Information Specialists.
7. Serves as a spokesperson for the Athletic Department and develops strong relationships with the media and with the community in an effort to promote Riverside City College Athletics.
8. Provides supervision in the press box, on press row, and at the official scoring table to maintain accuracy and integrity of game management personnel and to provide a non-partisan working environment.
9. Creates and utilizes connections to promote home sporting events, works collaboratively with each individual Athletics program, and otherwise connects to the Riverside City College campus.
10. Attends all home sporting events (extemporaneous circumstances excluded) providing game management support to the Director of Athletics and is primarily responsible for all statistical accumulation at said home events. Provides supervision to game workers and student assistance assigned.
11. Assists Athletic Director in managing Tiger Backer athlete support group and develops/co-ordinates sponsorship and advertising activities for the department.
12. Performs as the point person for regional and state championship events hosted by the college.
13. Helps manage all aspects of the Hall of Fame process which would include nomination, selection and event planning.
14. Performs related duties as assigned.

EDUCATION AND EXPERIENCE: *Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:* Completion of a bachelor's degree from an accredited four-year college or university with major course work in communications, journalism, marketing, English composition, sports information, public relations or a related field. One to five years of journalism experience.

LICENSES/CERTIFICATIONS: None.

KNOWLEDGE OF:

- State mandated functions of the PrestoSports website, including, but not limited to, the uploading of stats to the State CCCAA website through the PrestoSports portal;
- Website content management systems and basic knowledge of HTML;
- Sporting rules and regulations along with statistical collection methodology;
- Game management; running event and marketing events to both the public and college coaches;
- Functions and keystrokes of StatCrew in-game statistical software;
- Principles, practices, and techniques of distributing information for mass media communications, including Facebook, Twitter and other social media platforms;
- Modern principles and practices of public relations and sports marketing (print and broadcast), marketing concepts, journalism, and special promotions;
- California Community College Athletic Association and athletic programs and procedures;
- Principles and procedures of record keeping and filing;
- Principles and practices used to establish and maintain files and information retrieval systems; and
- Modern principles of public relations, sports marketing concepts, journalism, and special promotions.

ABILITY TO:

- Create professional copy for publication in newspapers, newsletters, journals, magazines, brochures and broadcast media;
- Operate a personal computer using modern word processing software;
- Operate various digital film equipment; take photos and convert them for use by media, broadcast outlets, and web usage;
- Maintain effective working relationships with staff, students, media representatives, and the general public;
- Train athletic coaches, faculty, staff members, and student athletes on how to deal with various print, digital, and social media;
- Use excellent listening, communication, presentation, and organizational skills;
- Effectively use Outlook, Excel, PowerPoint, and various forms of social media;
- Demonstrate and use strong interpersonal skills, flexibility, attention to detail, and customer service;
- Write business letters and report reparations;
- Demonstrate basic mathematical principals used in statistical computations.

CONTACTS: Faculty, staff, students, administration, the general public, and external agencies.

PHYSICAL DEMANDS: Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds. Will require occasional travel.

ENVIRONMENTAL ELEMENTS: Employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employee may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

OTHER: Must have evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students, staff and the community.

The Riverside Community College District is an equal opportunity employer and recognizes the need to provide reasonable accommodations to employees with disabilities. For more information, contact (951) 222-8039.