

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

Job Title:	Sports Information/Marketing Representative	Range:	36
Date Revised:		Date Approved:	April 8, 2003

PRIMARY PURPOSE

This position is responsible for the planning and organizing of a variety of marketing and public relations activities to promote interest in athletic programs and events.

ESSENTIAL FUNCTIONS

Examples of essential functions are interpreted as being descriptive and not restrictive in nature.

1.	Performs public relations activities to promote awareness of athletic programs and events.
2.	Writes, edits, prepares, and distributes sports press releases promoting team or athlete achievement for college and local newspapers, radio, television and website; announces game schedules for local media.
3.	Attends games to track game scores and statistics; relates game events to the media; maintains current statistics, records, letterman lists and other information for each team.
4.	Directs photography activities at sports events; takes photos and maintains current photo file of team and individual athletes for publicity purposes.
5.	Designs, writes and edits press information brochures, booklets, press guides and programs for distribution to media, colleges and universities; maintains poster schedules for teams.
6.	Assists with travel arrangements for athletic teams; participates in preparation and coordination of athletic events as directed.
7.	Performs marketing duties; develops volunteer support and participation in athletic program activities such as jobs, awards, scholarships, group meetings with coaches, parents night and ticket promotions; coordinates Hall of Fame awards evening; secures sponsors to develop, coordinate, and present fund raising events.
8.	Represents the Athletic Department at various community and media functions; prepares and presents oral presentations concerning sports information, athletics and academics; attends athletic events on and off campus.
9.	Learns and applies emerging technologies and advances as necessary to perform duties in an efficient, organized, and timely manner.
10.	Performs related duties as assigned.

OTHER FUNCTIONS

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WORKING RELATIONSHIPS

The Sports Information/Marketing Representative maintains frequent contact with coaches, athletes, and media representatives.

EDUCATION AND EXPERIENCE

Associate Degree in journalism, marketing, public relations or related field
Sufficient training and experience to demonstrate the knowledge, skills and abilities listed below

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of District organization, policies and objectives
Knowledge of rules, strategy, technologies and terminologies related to intercollegiate sports
Knowledge of principles and techniques of preparing, producing and disseminating public information
Knowledge of principles and techniques of establishing and maintaining positive public and community relations
Knowledge of marketing and public relations techniques
Ability to plan, organize and participate in a variety of marketing and public relations activities to generate interest in athletic programs and events
Ability to write, edit, prepare and distribute press releases and a wide variety of information
Ability to use a camera to take publicity photos
Ability to analyze situations accurately and identify an effective course of action
Ability to plan, organize and prioritize work
Ability to meet schedules and time lines
Ability to work independently with little direction
Ability to understand and follow oral and written directions
Ability to establish and maintain effective working relationships

SPECIAL REQUIREMENTS

A valid California Driver's License

WORKING CONDITIONS

College or District office environment, athletic stadiums and events, and locker rooms; subject to driving to a variety of locations to conduct work; extensive standing. Subject to sitting for long periods at a time (up to 2-3 hours). Repetitive use of upper extremities including hand coordination activities.
