

## NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

Job Title:	Sports Information/Marketing Representative II	Range:	38
Date Revised:		Date Approved:	May 24, 2016

### PRIMARY PURPOSE

This position coordinates promotional, public information, and media relations services for the District intercollegiate athletics programs. Plans, develops and implements fundraising activities and special events in support of athletic teams and student athletes.

### ESSENTIAL FUNCTIONS

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

1.	Coordinates marketing, advertising, and promotional activities for the intercollegiate athletics program including the writing, editing, design, production, and distribution of sports team media guides, programs, brochures, and other print and electronic publications.
2.	Coordinates sports media relations including information released to print, broadcast media, social media, and website in print and digital format; writes press releases and game stories, schedules interviews, and serves as athletic department spokesperson for general media inquiries. Creates and maintains effective working relationships with members of the sports media; provides detailed sports results/stats and stories to generate media interest via e-mail, telephone or in-person contact with local media members.
3.	Attends all intercollegiate athletic home events to track game scores and statistics; relates game events to the media and reports statistical information to the Orange Empire Conference, Southern California Football Association, and other applicable intercollegiate athletics organizations and agencies. Maintains current statistics, records, athlete lists, team rosters, alumni lists, scholar athlete and other information for each team.
4.	Develops, maintains and updates content for the intercollegiate athletics program website and social media.
5.	Serves as sports photographer; coordinates and compiles photos of student athletes and coaches; takes team photos; takes action shots at games for publication; maintains sports photography portfolios.
6.	Develops, designs, writes and produces press information brochures, booklets, press guides, student athlete handbooks, coaches' handbooks, program review reports, and other departmental publications for distribution to media, colleges and universities. Produces materials in traditional, new, and emerging media formats; coordinates production of a variety of materials for internal and external public relations purposes.
7.	Maintains a calendar of activities and coordinates a variety of ongoing or cyclical projects, such as receptions, recognition events, including the development and production of brochures, fliers, and programs; assists with travel arrangements for athletic teams; participates in preparation and coordination of athletic events.
8.	Performs marketing duties; develops volunteer support and participation in athletic program activities such as awards, scholarships, group meetings with coaches, parents night and ticket promotions; works with athletic directors and coaches to develop overall program and individual team fundraising plans and activities.

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9.	Identifies, solicits, and cultivates sources of funding (alumni, private individuals, corporations, and foundations) for Athletics. Assists in the preparation and monitoring of budgets for fundraising events for the Athletics Program.
10.	Represents the intercollegiate athletics program at conferences, meetings and various community and media functions; prepares and presents oral presentations concerning sports information, athletics and academics; attends athletic events on and off campus.
11.	Selects, trains and maintains schedules of student workers.
12.	Learns and applies emerging technologies and advances as necessary to perform duties in an efficient, organized, and timely manner
13.	Demonstrates sensitivity to and understanding of the disabilities and diverse academic, socioeconomic, cultural, and ethnic backgrounds of students.
14.	Maintains the college's archived athletic materials (digital and hard copies) including stats, promotional materials, press releases, videos, and pictures, or anything preserving the history of the college.
15.	Performs related duties as assigned.

**OTHER FUNCTIONS**

**WORKING RELATIONS**

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

**EDUCATION AND EXPERIENCE**

Associate's degree from an accredited college or university in a related field.  
Five years of experience in sports information, journalism, marketing, public relations, fund raising or related field.

**OR**

Bachelor's degree from an accredited college or university with a major in Public Relations, Journalism, English, Communications, or a related field.

Three years of experience in sports information, journalism, marketing, public relations, fund raising or related field.

**KNOWLEDGE, SKILLS, AND ABILITIES**

Knowledge of rules, strategies, technologies and terminology related to public relations and marketing of intercollegiate sports.

Knowledge of principles and practices of media and public relations, community outreach, and fund development strategies.

Knowledge of journalistic writing and reporting techniques and standards.

Knowledge of intercollegiate sports regulations and practices including California Community College Athletic Association (CCCAA) rules and regulations.

Knowledge of District organization, operations and objective.

Knowledge of principles and techniques of establishing and maintaining positive public and community relations.

Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary.

Knowledge of emerging media and social media including Instagram and twitter.

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Knowledge of modern office practices, procedures, and equipment.  
Knowledge of record-keeping techniques.  
Knowledge of basic web design and website content management.  
Knowledge of sports statistics, fund development and prospect management.  
Knowledge of editing, general design, layout, and production of print and electronic publications.  
Ability to write clearly, accurately, and effectively in a variety of styles for memos, letters, reports, newsletters, news releases, fliers, brochures, ads, website pages, and other formats including social media.  
Ability to edit communications for clarity and accuracy.  
Ability to use a variety of computer software to perform functions such as word processing, desktop and website publishing, video editing/posting/archiving, database management, and presentation preparation.  
Ability to use new and emerging technologies.  
Ability to use a camera and take publicity photos.  
Ability to work effective with media representatives.  
Ability to calculate, compile, and maintain sports statistics and historical data for student athletes and teams.  
Ability to plan, organize, and implement fundraising efforts.  
Ability to communicate clearly, both orally and in writing.  
Ability to take leadership, coordinating role with assigned projects.  
Ability to plan, organize and prioritize work.  
Ability to meet schedules and time lines.  
Ability to understand and follow oral and written directions.  
Ability to establish and maintain effective working relationships.

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**SPECIAL REQUIREMENTS**

Requires a valid California Driver's License.

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**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.

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