Classification Description

Job Title: **Sports Information Director** **Pay Grade:** **110**

Job Code: **3602** **FLSA Status:** **Exempt**

Job Purpose

The Sports Information Director (SID) serves as the official public information spokesperson of the College's Department of Intercollegiate Athletics. This position develops and implements strategic communication initiatives for the College's Athletic department and its programs; resulting in increased understanding, engagement and support of the College's sports programs. The Sports Information Director leads all marketing, promotion, and media relations efforts for all Florida SouthWestern State College intercollegiate athletic programs which compete in the NJCAA.

General Responsibilities

Essential Functions

Serves as the primary media contact for the Department of Intercollegiate Athletics. Seeks out opportunities to engage reporters and producers to highlight stories associated with the College's sports programs, coaches, players and staff.

Cultivates relationships with media sources and journalists to maximize media coverage for the College's athletic events. Responds timely and accurately to media requests for information related to FSW athletic teams; including, but not limited to, statistical records and historical information.

Handles ensuing media inquiries and requests to arrange interviews. Monitors, distributes, and reconciles press clips if needed. Manages interview requests by responding timely, organizing meeting times/places, and making arrangements for appropriate press conferences.

Ensures information provided to the media regarding the College's athletic programs meets all appropriate public records guidelines and College operating procedures.

Assists departmental leadership in the promotion and publicizing of athletic events.

Produces media guides, game notes, game programs, news releases, and feature stories for local newspapers and radio stations. Ensures accuracy and appropriateness of information.

Coordinates and manages the dissemination of all written athletic related information and statistical information for NJCAA and conference.

Educates and assists coaches and players with media training; preparing them for various interviews and providing guidance on appropriate answers to various questions and interview decorum.

Collaborates with appropriate departments on the management and oversight of the Department of Intercollegiate Athletics website information, usability, functionality, navigation and design. Manages and updates the website and related social media to ensure creative, engaging, accurate and current information.

Manages home event operations of the press box and scorer's table. Staffs the press box at games and other athletic events; providing statistical data and other appropriate information to those in attendance.

Supervises statistical crews and other event support personnel. Compiles game statistics and provides accurate and timely reports and information to various sources as directed.

Works collaboratively with the College's Public Information Officer to ensure the message and information provide through the Department of Intercollegiate Athletics is consistent with the College's mission, strategic actions and priorities.

Maintains and monitors the Intercollegiate Athletic Department's social media engagement for robust, timely content and maximum participation.

Collaborates with appropriate College leadership to develop a budget for the area of sports information; monitors, verifies and reconciles expenditures of budgeted funds.

Represents the College's Intercollegiate Athletic Department at various community events as assigned.

Remains knowledgeable of rules and statistics for each sports program.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can safely perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education in sports journalism, sports administration, public relations or related field.

One (1) year full-time professional work experience in collegiate athletics.

Experience in a College or professional sports information office; and knowledge of statistical and publishing software along with website management.

Ability to work flexible schedule including nights and weekends.

Ability to independently travel to various campuses and other locations for College business.

Demonstrated experience using a personal computer, office software such as MS Office and electronic mail.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical:	Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 40 or more pounds.
Environmental:	Normal general office and outside environment**.**
Mental:	Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: May 18, 2015. Reviewed: October 19, 2022, July 1, 2023, January 29, 2026 (r).