

**ASSISTANT DIRECTOR, ATHLETICS & SPORTS INFORMATION**

**CLASS SUMMARY**

Responsible to the Dean of Kinesiology/Athletics for all aspects of the Intercollegiate Athletic program. Primarily provide and supervise game management of athletic events and support the college's public relations efforts, coordinating publicity and marketing efforts for the athletic programs.

**REPRESENTATIVE DUTIES**

Provide and supervise game management services including the training and scheduling of game management workers, including ticket sellers, ticket takers, clock and scoreboard operators, statisticians, public address announcers, field workers and officials.

Assist the Dean in planning, coordinating and producing special events and fundraising projects. Assist in developing, preparing, monitoring and controlling budgets for athletic programs and other areas of assignment; prepare recommendations and justifications regarding budget requests and expenditures according to district policies and applicable regulations.

Oversee the sports information/media relations function and serve as the public relations contact for the athletic department; assure the timely and accurate development and dissemination of information related to athletic team players, competitions, schedules, locations and status. Work with coaches to develop and distribute athletic schedules and recruiting materials; make oral presentations or conduct workshops, as assigned, to provide specialized information regarding the college's athletic programs; provide assistance and supervision of other athletic department projects as assigned.

Serve as the college's athletic administrator/game manager at all athletic events; assist in the formulation and development of policies, procedures and programs; develop and administer goals, objectives, policies and priorities for areas of assignment.

Assist in ensuring proper maintenance of athletic fields, equipment and facilities; assist in coordinating custodial and maintenance needs with college personnel; assist in scheduling maintenance and repairs; participate in planning, developing and improving athletic programs.

Prepare, write and distribute press materials and weekly sport previews to newspapers, radio and television outlets; interview faculty, staff, students and administrators as needed for publicity and promotional purposes; arrange for photography of athletes and coaches; write copy for media guides, web site and other publications as needed; coordinates the production and distribution of special publications including media guides, game programs, brochures, schedules cards, team rosters and related items for athletic program regularly update information on internet site; maintains newspaper clip files; prepares, compiles and maintains records of statistics for athletic teams; establishes and maintains historic archives for athletic programs; responds to requests for information about the athletic programs and coordinates interviews with athletics and coaches.

Represent the college's athletic program at conference and state meetings; serve on college, district and other committees, task forces and other work groups as assigned.

Maintain current knowledge of changes, concepts, methods, requirements regulations and policies for athletic programs; interpret, apply and explain athletic program objectives, requirements and offerings to

**ASSISTANT DIRECTOR, ATHLETICS & SPORTS INFORMATION cont'd**

potential students, community organizations, students, staff, instructors and others.

**ORGANIZATIONAL RELATIONSHIPS**

This position reports to the Dean of Kinesiology/Athletics or assigned administrator.

**DESIRABLE QUALIFICATIONS GUIDE**

**Training and Experience**

Bachelor's degree from an accredited college or university with major course work in physical education, recreation, sports management or a related field and three years of training internship or leadership experience related to this assignment, including documented writing/editorial experience; A Master's degree is desirable. Experience in marketing and promotion is desirable.

**Knowledge and Abilities**

Knowledge of: Intercollegiate athletic programs; basic rules and eligibility requirements for various athletic conferences. Local, state and federal laws governing college athletic programs and services; tactics of media relations with strong written and verbal communication skills; English composition, form and content of sports information and editing; athletic statistics, scorekeeping, record keeping, writing and editing releases, fact sheets, public service announcements and backgrounds for the media; principles of communications; media operations; form and content of sports information. Knowledge of web software.

Ability to: research, interview, write and edit copy for informational and persuasive purposes; work effectively with media representatives, employees and students; provide information to others within stated or implied bounds of district policy; function effectively under pressure and time constraints; Learn district policies, organization, operations and objectives; assist in planning, organizing and directing the athletic program at a community college; participate in scheduling and ensuring proper use of athletic facilities, equipment and financial resources; participate in fundraising and public relations activities; establish and maintain cooperative and effective working relationships with those contacted in the course of work; communicate clearly and concisely both orally and in writing; collect, compile and analyze data, operate specialized software. Ability to compile sports statistics according to the dictated parameters of each sport. Ability to multi-task and strong interpersonal skills is a requirement.

Skills: computer literacy is essential as is the ability to manage multiple projects in a timely manner.

License: Valid California Motor Vehicle Operator's license.