Job Title: Sports Information Director

Department: Athletics

Supervisor or Manager: Associate Director of Athletics

Date Created: 07/13/2005  Last Revised: 07/13/2005  FLSA Status: E

Our Mission: It is the mission of Saint Michael’s College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives:
- All aspects of the Sports Information and Public/Media Relations program for the College’s 21 intercollegiate sports programs are provided

Essential Duties and Responsibilities:
- Manages sports information game coverage of all home varsity events and handles all customary media reporting duties of the host sports information office
- Compiles, maintains and updates statistics for all SMC sports
- Maintains, with periodic updates, the Saint Michael’s College Record Book and SMC Athletics Department website
- Satisfies informational and statistical requirements of the NCAA, ECAC, and the Northeast-10 Conference
- Writes and edits press releases for local, regional and hometown media
- Produces media guides for men’s/women’s basketball, field hockey, men’s ice hockey and single-sport brochures
- Generates the men’s/women’s basketball, ice hockey, fall and other sports schedule cards
- Writes, edits and produces a comprehensive game program for men’s and women’s basketball
- Creates single-sport game programs for all other sports as needed
- Arranges photo shoots for team photos, media guides and other College sports publications
- Maintains and updates Team Photo Display in Ross Sports Center lobby
- Generates annual Athletic Year in Review brochure for the Block M Awards Dinner and for Admissions office usage
- Writes and edits stories for the Founders Hall alumni publication and other publications as needed
- Produces press notes for media-attended athletic events
- Writes regular copy for This Week In Saint Michael’s College Athletics
- Updates the Saint Michael’s College Athletics Hotline following each varsity event
- Responds to requests and correspondence from the media, alumni and other interested parties
- Serves as a member of the College’s Athletic Hall of Fame Committee, handling research and publications as required
- Travels with teams to post-season events and conducts limited in-season travel
- Trains and supervises the work-study students who are assigned to learn sports information
- Performs other duties as assigned by the Director of Athletics

Secondary Responsibilities:
- Responds to calls into action on special projects by his/her supervisor
- Announces occasionally at fall and spring home sporting events
- Troubleshoots technology problems

Positions Supervised:
- Work-study students (usually 2-4)

Major Contacts:
- Athletics department staff members
- Varsity student-athletes and their parents
- Director of Public Relations and Communications
- Director of Publications
Job Title: Sports Information Director

- Director of Web Site Development
- Faculty, staff and students
- Sports Information Directors at other Northeast-10 Conference schools, as well as numerous other colleges and universities across the country
- Northeast-10 Conference and Eastern College Athletic Conference staff members
- Local/regional newspaper, television and radio contacts
- Alumni, friends and fans of Saint Michael’s College Athletics at contests or via phone/e-mail
- Prospective student-athletes and their families

**Demonstrates Excellence:**
- Fosters outstanding relationships within the department that enhance the staff’s ability to work as a team
- Demonstrates the ability to prioritize work, operate independently and work efficiently despite many competing demands
- “Goes the extra mile”, willing to step in and help out wherever needed to ensure things get done well
- Exhibits excellent interpersonal skills and the ability to respond effectively to a wide range of people in a broad range of relationships and situations
- Is punctual when disseminating scores, results and highlights of SMC varsity events, including informing of the media, posting on web site, and updating Athletics Hotline
- Maintains high visibility in the Athletics department and on campus
- Consistently holds a position on regional sports information committees or with organizations committed to enhancing college athletics
- Participates in opportunities for professional development

**Education and Work Experience:**
- Bachelor’s Degree, with a concentration in journalism, communications, English, or related field
- Broad-based knowledge of NCAA Division II intercollegiate sports
- Minimum of 2 years’ experience in a sports information or athletic conference office and/or other related work experience
- Demonstrated professional success as a collegiate Sports Information Director preferred

**Analytic Skills:**
- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response.

**Language and Literacy Skills:**
- Reads and interprets a wide range of information. May interpret documents to others. Regularly writes reports and correspondence. Able to shift writing style as needed for different audiences. Regularly explains policies, listens to questions, responds, and problem solves. Speaks to individuals and small groups effectively.

**Computer/Technology Skills:**

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Other:
- Microsoft Frontpage – highly proficient
- Statcrew – highly proficient
- Compliance Assistant Internet – working knowledge
Licenses, Certifications and Other Requirements:
• None required

Physical Demands:
Work is often performed in a typical office environment requiring:
• Sitting in a normal seated position for extended periods of time
• Reaching by extending hand(s) or arm(s) in any direction
• Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
• Communication skills using the spoken word
• Vision sufficient to see within normal parameters
• Hearing sufficient to hear within normal range
• No or very limited physical effort
• No or very limited exposure to physical risk

While performing the duties of Sports Information Director, the employee must occasionally lift and/or move 10-25 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

Additional Requirements for the Job:
• Availability for long, irregular hours with some possible evening, weekend, travel and holiday work during academic year
• Ability to tolerate probable exposure to outdoor environment and changing climates
• Capacity for effective written and verbal communication
• Demonstrated skill in organization and interpersonal relations

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.