

## Professional Staff

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**Position Title:** Sports Information Director/Assistant Baseball Coach

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**Reports to:** Senior Director College Relations, Marketing & Recruiting      **Revision Date:**

Director of Athletics

May 2018

### **I. Narrative General Description**

The Sports Information Director is primarily responsible to the Senior Director of College Relations, Marketing & Recruiting and will promote and advance Coffeyville Community College Athletics. This position will coordinate all sports information and media relations functions for all Red Raven athletic teams. Core responsibilities include updating college athletic web page, athletic social media accounts and the game day press box operations. This position is also responsible to the Director of Athletics for assisting in the management of the Coffeyville Community College baseball team. Outstanding communications skills, both written and verbal, are required, as well as a high attention to detail. This position will require non-traditional work hours, including weekends and nights, and occasional travel.

### **II. Functional Responsibilities**

- A. Work with college officials in conjunction with local, regional and occasionally national media in presenting timely and pertinent information regarding CCC athletics. Including but not limited to press releases for various sports, specific players, athletic department events/activities, team performance and other newsworthy material.
- B. Gather, compile and maintain statistical information, i.e. daily, weekly and year-end statistics, individual/team records and awards.
- C. Responsible for the distribution of the official statistics for each sport program to the various media outlets, Red Raven TV, required conference and national postings.
- D. Responsible for the distribution of press releases and box scores to the media, conference, ranking committees, Webmaster and hometown newspapers immediately following the event.
- E. Responsible for writing feature articles for programs, emerging trends and/or the promotion of student athletes which will also be forwarded to the hometown media sources of the student athlete.
- F. Develop and maintain archival data system for sports information.
- G. Writes, edits, and creates comprehensive Media guides and Athletic Programs for football, men's basketball, and women's basketball and for any sport when hosting a regional or national competition.

- H. Creates single sheet sport game programs for all other sports as needed.
- I. Manages and/or attends sports information game coverage of all home varsity sporting events and handles all customary media reporting duties of the host institution. This includes but is not limited to issuing press credentials, supplying in-game statistics and assisting in coordinating interviews and press conferences.
- J. Willingness to specifically travel with teams on identified post-season events and/or on limited in-season travel.
- K. Schedule, coordinate and provide photographic services for institutional needs specifically in athletics with regard to individual, team and action photos.
- L. Responsible for securing and maintaining a picture file on all individual athletes and teams plus the coordination of the weekly coaches interviews with the Director of Digital Media.
- M. Responsible for the Red Raven athletic web page.
- N. Responsible for collecting, and suppling immediate, time sensitive information for the posting and updating of Red Raven athletic web page for all home and away athletic events.
- O. Collaborate and collectively work together with other individuals in the marketing department to enhance and promote social media, digital network and media productions aimed ultimately at student recruitment projects regarding athletics.
- P. Contribute to and update the external Red Raven social media accounts with regard to athletic programs while also assisting in the supervision of student interns working with social media.
- Q. Assist in the oversight of work-study students as managers, statisticians, social media, sports information and marketing interns.
- R. Develops a comprehensive and functional knowledge of CCC athletics and maintains thorough familiarity with all applicable college, NJCAA and KJCAA rules and regulations.
- S. Assist the head coach with practice sessions, workouts and coaching responsibilities of an intercollegiate sports program.
- T. Scouts for and recruits quality student-athletes as directed by the recruiting philosophy of the Head Coach such as coordination of recruiting activities, assisting in responding to inquiries and maintaining regular contact with prospective students through personal visits and telecommunication avenues.
- U. Assist in the implementation of the academic programs including the monitoring of individual student athletes progress, the enforcement of study and tutorial programs.
- V. Assume an active interest in the advising and retention of students recruited to the program.
- W. Works with student-athletes and monitors adherence to team rules and regulations concerning, conduct, appearance, behavior and class attendance.
- X. Serve on college committees as assigned to provide insight to administrative leadership.
- Y. Actively participate in college and community activities including commencement exercises.
- Z. Meet attendance expectations as required for the position which may include a willingness to work unusual hours including evenings and weekends as needed.

AA. Complete other duties as assigned.

**III. Supervises the Following Staff**

Work study students  
Scholarship students

**IV. Required Knowledge, Skills, and Personal Qualifications**

- A. Excellent communication skills both oral and written.
- B. Demonstrates the ability to prioritize work, operate independently and work efficiently despite many competing demands “Goes the extra mile”.
- C. Ability to establish an effective working relationship and rapport with staff, faculty, students and public.
- D. Desire to keep updated on sports and sports information guidelines and procedures.
- E. Within six months of the date of hire, required to maintain a physical place of residence within the CCC service area throughout their employment.
- F. A fundamental knowledge of the specific sport program and the various techniques necessary to promote the athletic team and athletic skills of the student athlete.
- G. Valid Driver’s License.

**Required Experience**

Prefer relevant experience working in sports information, media relations and/or communication.

Proficiency in Microsoft Word, Excel, email, internet, social media sites, fax and calculator.

Prefer experience and/or willingness to learn Adobe Acrobat, Adobe InDesign, Photoshop, sports information statistical software, and media software.

Prefer experience and or willingness to learn a content management system.

Experience with athletics and sports knowledge.

Experience in the collection, analysis, and reporting of data.

Experience in coaching activities.

**VII. Required Educational Background**

A Bachelors’ Degree is required.