

POSITION DESCRIPTION

SPORTS INFORMATION DIRECTOR (SID)

DEPARTMENT: ATHLETICS

CLASSIFICATION: PART-TIME

SALARY: \$20,000 ANNUALLY

WORK SCHEDULE: Flexible schedule with work in the evenings, weekends, holidays based on sports' programs schedules. Travel with teams for away games may be required. Required to attend all home competitions.

FUNCTION:

The Sports Information Director (SID) is responsible for managing and promoting the public image and media presence of the college's athletic programs. This role involves overseeing the dissemination of information related to all sports teams, managing social media and web content, coordinating press releases, and maintaining statistical records. The SID works closely with coaches, athletes, media outlets, and other stakeholders to ensure accurate and timely communication.

REPORTS TO: DIRECTOR OF ATHLETICS

MAJOR Responsibilities:

- **Media Relations:**
 - Serve as the primary contact for all media inquiries related to the college's athletic programs.
 - Develop and distribute press releases, game previews, recaps, and feature stories to local and national media outlets.
 - Organize and conduct press conferences, media days, and interviews with coaches and athletes.
- **Content Creation and Management:**
 - Oversee the creation and management of content for the athletics website, including game summaries, athlete profiles, and team statistics.
 - Manage social media platforms for the athletic department, ensuring regular updates and engagement with fans and the community.
 - Create multimedia content, including photos, videos, and graphics, to enhance the visibility of sports programs.
- **Game Day Operations:**
 - Coordinate game day media operations, including press box management, live stats, and scoreboard operations.
 - Ensure timely and accurate reporting of game results to the media, conferences, and national organizations.

- Provide live updates and coverage of games through social media, ensuring real-time engagement with fans.
- **Statistical Management:**
 - Maintain accurate records of all team and individual statistics for each sport.
 - Prepare and distribute statistical reports to coaches, media, and conference offices.
 - Ensure compliance with NCCAA, conference, and institutional policies regarding statistical reporting.
- **Public Relations and Marketing:**
 - Develop and implement strategic communication plans to promote the college's athletic programs and increase visibility.
 - Build and maintain relationships with local and national media representatives, ensuring positive coverage of athletic events.
 - Collaborate with the marketing team to create promotional materials and campaigns for upcoming events.
- **Historical Archives:**
 - Maintain and update historical records, including all-time player and team statistics, awards, and honors.
 - Develop and manage archives of past press releases, photos, and media coverage for future reference.
- **Compliance and Professional Development:**
 - Ensure all communications comply with NCCAA and conference rules and regulations.
 - Stay current with trends in sports communication and media by participating in professional development opportunities.
 - Maintain memberships in relevant professional organizations, such as CoSIDA (College Sports Information Directors of America).

REQUIRED Qualifications:

- **Education:** Bachelor's degree in Communications, Journalism, Sports Management, or a related field.
- **Experience:** Minimum of 2-5 years of experience in sports information, public relations, or sports media.
 - Excellent written and verbal communication skills.
 - Proficiency in content management systems (CMS) and social media platforms
 - Strong understanding of sports statistics and their application.
 - Ability to work under tight deadlines and manage multiple projects simultaneously.
 - Experience with graphic design software (e.g., Adobe Creative Suite) and video editing tools is a plus.
 - Strong organizational skills and attention to detail.

PREFERRED QUALIFICATIONS:

- Master's degree in Communications, Journalism, Sports Management, or a related field preferred.
- Sports Information, Public Relations, or Sports Media experience preferably in Collegiate Sports Setting.

WORKING CONDITIONS:

- Must be available to work evenings, weekends, and holidays, depending on the athletic schedule.
- Occasional travel with athletic teams for away games may be required.
- Ability to handle the physical demands of working in various weather conditions during outdoor events.

PHYSICAL REQUIREMENTS:

- Ability to lift and carry up to 25 pounds.
- Prolonged periods of sitting or standing may be required during games or events.

ADDITIONAL INFORMATION:

- Employment at Clinton College is contingent upon a background check that is satisfactory to the College. Failure to provide written authorization for a background check will nullify the offer of employment.

APPLICATION INSTRUCTIONS :

- **Applications should include a cover letter and resume and must be sent**, preferably in PDF format, to humanresources@clintoncollege.edu. The subject line of the email should read "Sports Information Director (SID)". The process will continue until the position is filled.

Clinton College provides equal access to employment opportunities for all applicants, regardless of race, color, creed, religion, national origin, gender, sexual orientation, gender identity, gender expression, genetic information, marital status, age, disability, or veteran status in compliance with all applicable laws, regulations, and policies.