

**SPORTS INFORMATION AND DEVELOPMENT COORDINATOR**

**DEFINITION**

Coordinates promotional, public information, and media relations services for the GCC intercollegiate athletics program. Plans, develops and implements fundraising activities and special events in support of athletic teams and student athletes.

**SUPERVISION RECEIVED AND EXERCISED**

Supervision is received by the Dean of Student Affairs.

Provides work direction to lower-level staff. Supervision is exercised over student workers.

**EXAMPLES OF DUTIES**

Coordinates marketing, advertising, and promotional activities for the intercollegiate athletics program including the writing, editing, design, production, and distribution of sports team media guides, programs, brochures, and other print and electronic publications.\*

Coordinates sports media relations including information released to the print and broadcast media; writes press releases and game stories, schedules interviews, and serves as athletic department spokesperson for general media inquiries.\*

Updates, and maintains sports statistics and records; compiles data for and produces statistics reports for publication; compiles team and individual historical data for publication.\*

Reports game results and statistical information to the Western State Conference, Southern California Football Association, and other applicable intercollegiate athletics organizations and agencies.\*

Maintains, creates, and updates content for the intercollegiate athletics program website.\*

Assists with the development, design, and production of student athlete handbooks, coaches' handbooks, program review reports, and other departmental publications.\*

Attends community events and meetings to promote the intercollegiate athletics program.\*

Identifies, solicits, and cultivates sources of funding (alumni, private individuals, corporations, and foundations) for the Foundation.\*

Works with athletic directors and coaches to develop overall program and individual team fundraising plans and activities.\*

Provides assistance to the Foundation in the planning and coordination of fundraising activities including the Athletic Hall of Fame, golf tournament, and other special events.\*

Assists in the development and maintenance of systems of prospect management, research, and donor relations in conjunction with the Foundation and Athletics program.\*

Recruits, organizes, and directs the efforts of volunteers in fundraising activities for Foundation and the Athletics program.\*

## **EXAMPLES OF DUTIES (continued)**

Assists in the preparation and monitoring of budgets for fundraising events for the Foundation and Athletics program.\*

Attends intercollegiate athletics contests as assigned; assists with game supervision and the coordination of press areas, game personnel, and activities during home athletic contests.\*

Assists with the planning and coordination of meetings and programs such as coaches' meetings, student athlete orientations, student athlete appreciation events, and other special events.\*

Represents the intercollegiate athletics program at conferences and meetings; serves on college committees as assigned.

Selects, trains, evaluates and maintains schedules of student workers.

Performs related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

Principles and practices of media and public relations, community outreach, and fund development strategies.

Journalistic writing and reporting techniques and standards.

Proper English word usage, spelling, grammar, and punctuation.

Editing, general design, layout, and production of print and electronic publications.

Statistical collection and records management.

Basic web design and website content management.

Sports statistics, fund development, and prospect management.

Intercollegiate sports regulations and practices including California Community College Athletic Association (CCCAA) rules and regulations.

Federal, state, and local laws, codes and regulations related to fundraising.

Budget practices and procedures.

Public information channels and news media.

### **Ability to:**

Work effectively with media representatives.

Design, organize, edit, and lay-out material for promotional publications.

Write press releases, news articles, and other print and electronic publications.

Calculate, compile, and maintain sports statistics and historical data for student athletes and teams.

## **QUALIFICATIONS (continued)**

Plan, organize, and implement fundraising efforts.

Operate a computer, utilizing word processing, spreadsheet and database software.

Communicate clearly, both orally and in writing.

Establish and maintain effective relationships with students, faculty, staff, outside agencies and the public.

Understand, interpret and apply regulations and program procedures.

Gather and compile statistical and financial data.

Interview, train, and provide work direction to student workers.

## **EMPLOYMENT STANDARDS**

### **Minimum Qualifications:**

Associate's degree from an accredited college or university in a related field.

Five years of experience in sports information, journalism, marketing, public relations, fund raising or related field.

### **OR**

Bachelor's degree from an accredited college or university with a major in Public Relations, Journalism, English, Communications, or a closely related field.

Three years of experience in sports information, journalism, marketing, public relations, fund raising or related field.

### **Desirable:**

Work experience in an intercollegiate athletics program.

Work experience with StatCrew statistical software.