



Monmouth

COLLEGE

DESCRIPTION, DUTIES & EXPECTATIONS OF POSITION

POSITION TITLE:	SPORTS INFORMATION DIRECTOR
PERSONNEL CLASSIFICATION:	ADMINISTRATIVE STAFF, FULL-TIME – EXEMPT
DEPARTMENT:	ATHLETIC DEPARTMENT
DEPARTMENT HEAD:	ASSOCIATE VICE PRESIDENT OF STUDENT AFFAIRS
IMMEDIATE SUPERVISOR:	DIRECTOR OF ATHLETICS

POSITION OVERVIEW: The Sports Information Director (SID) is responsible for the critical development, coordination and implementation of athletic media and marketing plans for the College's sports programs. The SID serves as the primary institutional representative to the media for athletic activities. Plans, organizes, and coordinates related media relations activities; writes and distributes materials such as newsletters, brochures, and reports to various outlets.

PRIMARY DUTIES: Responsibilities may include, but are not necessarily limited to, the following:

1. Primary contact/liaison between the College's coaches/student-athletes and the media for media requests, such as player/coach interviews, photos, game coverage, broadcast lines, feature story information, etc. This will also include pitching story ideas to local and national media, the NCAA and various coaches' organizations.
2. Manages the College's Athletics website, Facebook page, Twitter account and coordinates the coaches' administration of their respective sport's Social Media pages in cooperation with the Director of Digital Media.
3. Oversee the compilation of official statistics for all sports. Includes the statistical staffing of all home football, soccer, volleyball, basketball, lacrosse, softball and baseball competitions. May include some assistance with golf, swimming, track, and water polo.
4. Provide game results, stats and play-by-play information to media outlets, NCAA, conference SIDs and opponent schools as soon after each contest as possible.

5. Compile and update statistics and records for each game, season and career (team, individual, coaches) and maintain record books for all varsity sports offered at Monmouth.
6. Provide coaches with weekly statistical report.
7. Enter statistics for all games/meets, home and away, into computer database.
8. Update Website and appropriate Social Media pages immediately following the conclusion of all home and away sporting events.
9. Conducts limited photography, including but not limited to: annual preseason headshots and team photos and game action, while managing all photographers. Contracts with professional photographers for game action, feature and other photography as needed.
10. Hire, train, assign and supervise student-workers for each home event.
11. Coordinates live stream of sporting events: secure camera operators and air talent, and is the main contact for the live stream provider.
12. Screens, approves and monitors each team's warmup/walkup music, etc.
13. Maintain current season information for each sport's Web page, including season previews, team photos, game summaries, rosters, statistics, etc.
14. Writes sports news releases, hometown releases and Scots Scoop electronic newsletter.
15. Nominate student-athletes for Midwest Conference, St. Louis Intercollegiate Athletic Association, Midwest Lacrosse Conference and Midwest Women's Lacrosse Conference Performer of the Week and other national awards such as Academic All-American, Gagliardi Trophy and NCAA Woman of the Year (requires complete stats, GPA, community involvement, etc.).
16. Design game programs for football, volleyball, basketball and other sports as requested, including occasional conference Championship Tournaments when the host institution.
17. Design and produce "Game Day" roster/stats programs for football, soccer, volleyball, basketball, lacrosse, baseball and softball.
18. Research records for Hall of Fame nominees and record books and serve as ex-officio member of the Hall of Fame Committee.
19. Attend annual Midwest Conference Sports Information Directors meeting.
20. Maintain computer updates for statistical all software.

21. Performs preseason tests on scoreboards/sound systems/video board/track timing system for indoor track and outdoor track, football, baseball and soccer to insure all systems are functioning for the upcoming seasons.
22. Compile information and produce Powerpoint/video production for annual Fighting Scots Awards.

GENERAL AND OCCASIONAL DUTIES:

1. Prepares and monitors department budget.
2. Serve as event host when needed.
3. Act as PA announcer at home athletic events when necessary.
4. Other duties as assigned.

JOB REQUIREMENTS/QUALIFICATIONS:

1. Bachelor's degree with minimum coursework equivalency of associate's degree in journalism, media, newspaper, broadcasting, or related field. Professional experience in sports information, sports journalism or sports broadcasting preferred.
2. Excellent interpersonal, writing, and speaking skills. Must be able to write using journalistic and public relations style. Must have excellent editing and proofreading skills.
3. Computer skills: proficiency in the use of Adobe PhotoShop and InDesign, and desktop publishing experience, including a critical eye for good layout and design. Experience in Web design is a plus. Experience with statistical software such as Statcrew and Genius is desirable.
4. Basic knowledge of a variety of sports, their playing rules and statistical requirements.
5. Basic photography skills. Experience using video and audiovisual equipment and editing software is desirable.
6. This position requires frequent evening and weekend work, and occasional travel.
7. A strong work ethic, attentiveness to detail and the ability to multitask.
8. Familiarity with, and appreciation for, the role of the small liberal arts college is essential. Ability to maintain good relationships with professional colleagues, alumni, faculty, staff, students and donors is required.

9. Proven ability to successfully design a program, manage multiple tasks, and to lead and motivate others relative to responsibilities critical to institutional success.

GENERAL EXPECTATIONS OF POSITION: Regular attendance on the job is an essential function of the position. Maintain office hours as needed or assigned. Work additional hours as needed to satisfactorily complete responsibilities. Conduct is expected to be professional and courteous. Instructions and assignments are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

ADDITIONS, AMENDMENTS, AND DELETIONS: The whole or any portion of this Position Description may be added to, amended, or deleted at any time by the position supervisor, department head or President.

DISTRIBUTION: One (1) copy of this document will be provided to the employee, immediate supervisor, and department head. An additional copy will be maintained in the employee's personnel file.

Updated: October 11, 2020