

DIRECTOR OF SPORTS COMMUNICATION AND INTERNAL MARKETING - UNH*

Function of Job:

Under administrative direction of responsible administrator to be responsible for managing the gathering/dissemination of men's institutional sports information through-out the nation, and for directing the division's internal marketing/promotion efforts with major emphasis on producing greater student attendance at intercollegiate events..

Characteristic Duties and Responsibilities:

1. Be responsible for coverage of men's home and away sports events including press box supervision, post-game notification to various media outlets, supervision of statistical crews and other game management personnel.
2. Be responsible for development, organization and implementation of an internal marketing, publicity and promotional program geared towards increasing student attendance at men's intercollegiate events, including coordination of half-time/pre-game shows and banquets, and assisting with other fund-raising activities.
3. Be responsible for the design of advertising space in programs, schedule cards, tickets, schedule backs and other printed material, acting as liaison with outside booster organizations and assisting with the sale of advertising space in programs, as applicable.
4. Be responsible for coverage of appropriate contests, conferences and policies, including coordination with the media.
5. Supervise compilation and dissemination of statistics for men's sports.
6. Write, edit and supervise publication of major brochures and/or game programs for assigned men's sports.
7. Provide press releases, photographs and other requested athletics information to the media, and promote a positive image for the college/university, division, departments and/or any individuals deserving special recognition.
8. Maintain appropriate files on student athletes, coaches and sports for record-keeping and historical purposes.
9. Hire, train, supervise, evaluate and assign work to sports information and/or clerical staff, marketing interns, and work-study students as assigned.
10. Attend meeting and act as institutional representative at various ECAC, Hockey East, Yankee Conference and SID functions.
11. Establish and maintain effective relations/rapport with coaches, student athletes, administrative staff and students.
12. Perform other related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in appropriate field.
2. Three years of related experience, including journalistic writing relevant to sports communication and marketing.
3. Excellent communications skills, both oral and written.
4. Supervisory ability.
5. Public relations skills.

Additional Desirable Qualifications:

1. Knowledge of sports statistics.
2. Familiarity with the college/university at which employed.

8/28/91 _____
System Approval

8/28/91 _____
Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

*Revised-Original approved 10/12/87 as "Director of Sports Communication, Marketing and Promotion".