

SPORTS INFORMATION OFFICER I*

Function of Job:

Under general supervision of designated supervisor, to arrange/coordinate media coverage of college/university athletic events and to prepare press releases/promotional publications for athletic events.

Characteristic Duties and Responsibilities:

1. Prepare press releases about the college/university athletic program and/or individual athletes for general distribution to both regional and hometown newspapers.
2. Coordinate coverage of college/university athletic events by press media.
3. Prepare informational materials, such as brochures and programs, as assigned.
4. Compile statistics/records on intercollegiate sports.
5. Arrange photographic coverage of sports events, developing/printing of pictures taken and distribution to coaches and players.
6. Promote a favorable image of the college/university and its athletic program.
7. Perform other related duties, as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in journalism or related field or equivalent combination of education and experience necessary to acquire a skill in writing.
2. Public relations skills.
3. Interest in sports.

Additional Desirable Qualifications:

1. Some knowledge of sports statistics.

7/29/94
System Approval

7/29/94
Effective Date

* Revised - original approved 6/8/76.