

Draft Classification Standards – Rev. 3/29/2024
Sports Information Professional Series

Class Title	Class Code	Issue Date	FLSA
<i>Sports Information Professional I</i>	XXXX	XXXX	<i>Non-Exempt</i>
<i>Sports Information Professional II</i>	XXXX	XXXX	<i>Exempt*</i>
<i>Sports Information Professional III</i>	XXXX	XXXX	<i>Exempt*</i>

OVERVIEW:

Positions classified within the Sports Information Professional series are responsible for the development, coordination, and delivery of sports information and media relations for the university. Positions play a crucial role in promoting the university’s athletic programs, managing sports-related communications, and providing accurate and timely information to the media, fans, and stakeholders.

Positions are assigned to classifications within the series based on the scope and complexity of sports information activities; degree of independence and judgement; experience, knowledge, skill, and ability required; degree of planning, analysis, and execution required by the position; impact and risk to the university; and nature of supervision received.

Positions perform tasks that may include, but are not limited to, developing, researching, writing, editing, and/or publishing multimedia, social media, written materials, and communications including athletics statistics and information, publications, articles, communications plans, speeches, promotional materials, and news releases related to Athletics Department. Higher levels within the series build upon and include the knowledge and skill requirements and work assignments of lower levels.

Sports Information Professional I – Entry-level professional who applies basic professional concepts to resolve problems of limited complexity; normally operates under detailed guidelines and professional work is often reviewed for accuracy. Assignments may be routine in nature and involve performing various duties related to supporting and delivering athletic communications. Follows standard practices and procedures. Conducts analysis of alternative options utilizing data from which answers can be readily obtained. Routinely engages various stakeholders to provide access to relevant communication channels.

Sports Information Professional II – Professional who applies acquired job skills, policies, and procedures to complete significant assignments, projects, and tasks of moderate scope and complexity. Draws from prior experience and knowledge of communications principles and concepts to exercise judgment while designing, editing, and preparing communication deliverables. Ensures compliance with university and athletics communication standards, protocols, guidelines, and operating procedures. Provides input for new programs and procedures. Works with stakeholders to ensure proper implementation of programs by providing significant explanation or interpretation.

* This classification as outlined in this document meets the duties test of the Administrative Exemption. An employee’s actual exemption status may differ based on salary rate and actual duties performed.

Sports Information Professional III – Professional who applies advanced job skills, in-depth organizational and stakeholder acumen, and project management skills to complete substantive projects and related work of significant technical scope and complexity. Exercises advanced discernment and in-depth knowledge of sports information best practices as well as university and athletics guidelines and standard operating procedures to determine appropriate action. May require the development of new approaches, techniques, and innovation to address issues. Works with stakeholders to ensure proper implementation of programs by utilizing persuasion.

TYPICAL PROGRAMS, ACTIVITIES, AND CORE FUNCTIONS/DISCIPLINES (*May include but are not limited to*):

- **Media Relations** – Coordinates media relations activities, including writing press releases, managing media inquiries, and facilitating media interviews with coaches and student-athletes. Partners with university communications to plan and execute media events and press conferences. Monitors and analyzes media coverage, providing regular reports and insights related to athletic programs.
- **Content Creation and Management** – Creates and distributes accurate and engaging content for various communication channels including the athletics website, social media platforms, publications, and marketing. Produces game-day materials, including programs, rosters, statistics, and game recaps.
- **Social Media and Digital Marketing** – Manages the university's athletics website, ensuring content accuracy, relevance, and compliance with brand guidelines. Manages and maintains athletics' social media accounts, including content creation, scheduling, monitoring, and engagement with followers. Partners with university communications to develop and implement digital marketing campaigns to promote athletic programs, events, and initiatives. Monitors social media trends and analytics to optimize content performance and engagement.
- **Stakeholder Collaboration** – Collaborates with internal and external stakeholders, including university and visiting team coaches and athletic staff, university communications and marketing, media, and the broader community to further organizational goals.
- **Brand and Marketing Management** – Maintains and promotes athletics' brand identity and messaging across all communication channels. Ensures brand consistency in visual elements, tone of voice, and messaging in all communication materials. Provides sports information expertise for special promotions related to athletic programs.
- **Media Assets and Operations** – Manages digital media assets, including photos and videos, ensuring proper organization and accessibility. Coordinates game-day operations, including media credentialing and press box management.

SPORTS INFORMATION PROFESSIONAL I

Under direct supervision performs entry-level professional duties by using basic professional concepts within the Sports Information discipline. Assists more advanced Sports Information

professionals and monitors compliance with operational programs. Performs less complex assignments following established procedures. Professional work is regularly reviewed for understanding of professional concepts and compliance with policies and procedures.

Work assignments typically include some or all of the following:

- ◆ Creates or assists in creating engaging content for various communication channels, including press releases, newsletters, websites, social media, and internal communications. Content may include photographs, graphic content, game notes, event results, statistical reports, and team or department member bios.
- ◆ Supports the management of media relations activities, including editing press releases, coordinating media interviews, and monitoring media coverage.
- ◆ Coordinates delivery of promotional communications through social media and other external communication channels. Includes team publicity and promotion of events.
- ◆ Manages sports information files on department, teams, coaches, athletes, and event results.
- ◆ Engages and communicates with key stakeholders, including alumni, donors, the media, and community partners.
- ◆ Collects, compiles, and analyzes statistical data for relevant sports teams.
- ◆ Provides work direction to volunteers, student employees, and other staff.
- ◆ Stays current with industry trends and best practices in sports information and media relations.

MINIMUM QUALIFICATIONS:

Knowledge and Skill:

- ◆ General knowledge of media relations, public affairs, and sports information.
- ◆ Demonstrated communication and interpersonal skills to effectively present information and produce content.
- ◆ Skill in following guidelines and providing input and feedback as required and applicable.
- ◆ Ability to analyze information and data and use reasoning to summarize into clear and succinct statements.
- ◆ Ability to work independently and as part of a team and build relationships with diverse stakeholders.
- ◆ Flexibility to adapt to changing priorities and deadlines.
- ◆ Organizational skills to plan, organize, and prioritize work.
- ◆ Computer skills to appropriately use technology (i.e., social media platforms) and relevant software packages as required.
- ◆ Knowledge and understanding of sports terminology and relevant sports.
- ◆ Must be willing to travel and attend training programs off-site.

Experience and Education:

Equivalent to a bachelor's degree in a related field. Relevant education and/or experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis.

SPORTS INFORMATION PROFESSIONAL II

Under general supervision, develops and implements sports information and media relations. Responsibilities cover most technical aspects of projects. Work is reviewed for soundness of technical judgment and compliance with defined policies and procedures. Applies professional level knowledge of sports information. Collaborates with various stakeholders to promote the university's athletic programs and student-athletes to both internal and external audiences. Works independently on most day-to-day assignments with general supervision on new assignments or projects to ensure alignment with objectives. Handles multiple work priorities and is accountable for own work results.

In addition to duties performed by the Sports Information Professional I, the Sports Information Professional II typically performs the following duties:

- Serves as a contact/media liaison for media inquiries related to the athletic department.
- Collaborates with university communications to coordinate and facilitate media interviews, press conferences, and media coverage of all athletic events.
- Creates accurate and engaging content for various communication channels including the athletics website, social media platforms, and game-day programs. Produces or oversees the production of game-day materials, including rosters, statistics, and game recaps.
- Provides sports information expertise for promotions, publicity, and marketing initiatives related to athletic programs.
- Ensures communications comply with NCAA and relevant conference rules.
- Provides lead work direction to less experienced staff and student employees.
- Monitors and analyzes statistical summaries for coaches, media, and conference details.
- Provides interesting sports information research and summary statistics.
- Performs work of a non-routine nature. Recommends improvements in processes, designs, procedures, and operating equipment.

MINIMUM QUALIFICATIONS:

In addition to Sports Information Professional I knowledge and skill requirements, work assignments typically require:

- ♦ Working skills and knowledge of communications, media relations, and related roles.
- ♦ Working knowledge of sports information principles and best practices, including statistical analysis and game-day operations.
- ♦ Demonstrated experience with digital media management tools and platforms, including content management systems, social media platforms, and photo/video editing software.
- ♦ Knowledge of NCAA rules and regulations related to sports information and media relations.
- ♦ Experience in developing and implementing communication strategies and campaigns.
- ♦ Ability to provide lead work direction to others.
- ♦ Working knowledge of summarization of statistics as they relate to research or sports information.
- ♦ Strong knowledge and understanding of sports terminology for relevant sports.
- ♦ Strong organizational skills to plan, organize, and manage multiple projects.
- ♦ Strong communication and interpersonal skills to work effectively and appropriately engage various stakeholders.

Experience and Education:

Equivalent to a bachelor's degree in a related field and two years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

SPORTS INFORMATION PROFESSIONAL III

Working independently under general supervision, performs advanced sports information work by exercising significant authority for sports information deliverables. Applies professional knowledge or expertise to oversee and facilitate all aspects of sports information and media relations. Work is focused on ensuring alignment with overall objectives. Demonstrates advanced discernment in selecting methods and techniques for obtaining solutions. Responsible for complex projects and develops sports information strategies and programs. In collaboration with management, assesses, formulates, and evaluates sports information policies, and procedures. Decision-making is based on professional best practices; relevant experience; established sports information guidelines, branding; and organizational policy. Work is performed with minimal oversight focused on ensuring alignment with overall objectives. Handles multiple work priorities and may provide lead work direction with accountability for results.

In addition to duties performed by the Sports Information Professional II, the Sports Information Professional III typically performs the following duties:

- ◆ Develops, implements, and manages comprehensive sports information strategies across communication channels.
- ◆ Serves as the primary contact/media liaison for media inquiries related to the university sports programs. Develops and maintains media partnerships.
- ◆ Provides media training and support to student-athletes, coaches, and relevant staff members.
- ◆ Provides lead work direction, guidance, and mentorship to sports information professionals, less experienced staff, and student employees, to ensure the successful implementation of sports information initiatives.
- ◆ Plans and manages the creation and dissemination of engaging content for various communication channels, including press releases, newsletters, website, social media, and internal communications.
- ◆ Performs a broad spectrum of work. Develops new and recommends improvements to processes and procedures.
- ◆ Oversees game-day operations for sports programs.
- ◆ Develops and maintains partnerships with university departments and external stakeholders/sponsors to maximize exposure and coverage of athletic programs.
- ◆ Stays current with industry trends and best practices in comprehensive communication strategies.

MINIMUM QUALIFICATIONS:

In addition to Sports Information Professional II knowledge and skill requirements, work assignments typically require:

- ◆ Demonstrates competence in applying advanced judgment to resolve difficult and complex problems and issues.
- ◆ Maintains thorough knowledge and expertise in sports information and university athletic department guidelines.
- ◆ Proven experience in developing and implementing communication strategies and campaigns, with a track record of achieving measurable results.
- ◆ Advanced analytical and organizational skills to organize, prioritize and manage the successful completion of major projects and programs within time and budget constraints.
- ◆ Advanced public and internal relations skills to effectively represent the university, engage and collaborate with internal stakeholders and university leadership, and manage media relationships and other external partnerships.
- ◆ Advanced skill in mentoring or overseeing the work of other professional staff.
- ◆ Advanced knowledge and understanding of sports terminology and various sports.

Experience and Education:

Equivalent to a bachelor's degree in a related field and four years of experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.