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Developed by:.....SG
Reviewed by:.....R.Petro
Approved by:.....
Date: 11/9/89, 7/93, 12/05

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Assistant Director, Sports Information

DIVISION: Student Development

REPORTS TO: Associate Director, Athletics/External Affairs

GRADE: 12

SUPERVISES: Coordinator, Sports Communication; intern; student assistants and clerical support staff.

BASIC FUNCTION:

Develop, coordinate and implement an aggressive communications and public relations program for the Department of Intercollegiate Athletics and all programs associated with Athletics.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Develop, coordinate and implement communications and public relations strategy for the Department of Intercollegiate Athletics, its roster of sports, staff, coaches, and student-athletes. Create and implement initiatives that bring the stories and accomplishments of our programs, coaches, staff and student-athletes to the greater public.

Responsible for all external communications activities with the media, general public, students, alumni, faculty, and staff.

Serve as key advisor to senior management in all matters related to internal and external communications.

Develop and oversee departmental budget.

Develop, mentor, supervise, lead and evaluate immediate staff of full-time professionals, interns, and student assistants.

Serve as department web manager, producer of all partnered broadcasts, and executive editor of all of the department's publications. Provide timely and editorially sound presentations of information on the web site and within all internal and external communications.

Develop programs of media and community relations training for coaches, staff and student-athletes.

Responsible for all game management issues that are relative to media and public relations. Supervise hiring and training of required game management personnel.

Establish positive working relationships with local, regional and national media personnel, university and conference administrators, campus professional staff and faculty, alumni and friends of the University, and staff of peer institutions.

Coordinate all statistical accumulation and dissemination, records and archives, and serve as primary media relations liaison to all applicable conferences and the NCAA.

Arrange and conduct press conferences and all interviews with coaches, staff, and student-athletes.

OTHER DUTIES AND RESPONSIBILITIES:

Serve as the department's liaison to the University's public relations efforts and publications.

Serve on local, regional, national and conference committees and boards.

Serve as media coordinator for all special events initiated by or partnered with the Department of Intercollegiate Athletics.

Perform additional duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Must be proficient in the use of computers, desktop publishing, and statistics software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Required: Bachelor's degree (master's degree preferred); at least three to five years of post-graduate experience in collegiate sports information or professional sports public relations; administrative experience, preferably in NCAA Division I and/or from an affiliate conference or professional sports association; proficiency in the use of computer and internet technology, as well as desktop publishing; demonstrated ability to develop, organize, coordinate, supervise, and mentor support and professional staff and student staff; experience in developing and coordinating an effective internal and external communications strategy; experience with football and basketball game-day and media operations; experience in developing and overseeing a department budget. Preferred: proficiency in the use of computer software for game statistical functions; knowledge of photography, design, publications development and efficiencies.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.