



**Coordinator
Sports Information and Marketing
Athletics
Regular Full-Time Position
Professional Staff Skill Level 5
Position Number 329050**

General Description

The Sports Information/Athletics Marketing Coordinator reports to the Sports Information Director and is responsible for various marketing and promotional tasks for athletic events, assisting with sports releases, statistical data and publications.

Primary Duties and Responsibilities

- Manage all communications and media relations for assigned sports, assist with the supervision of the department's media relations efforts for 15 intercollegiate programs and assist in publicity efforts to enhance the overall image of the University.
- Assist in the marketing and promotion of the Athletic Department's 15 intercollegiate programs and manage the department's in-game promotion efforts for soccer and softball, in particular, while assisting with other in-game promotions.
- Write and edit various department communication materials, including media guides, postseason publications, press releases, game notes and sport-specific content for the department's website.
- Coordinate, record and edit videos to be used on the APSU Athletics website, including generating short features and marketing promos.
- Monitor, facilitate and provide social media content, including aiding with the planning and executing of social media marketing campaigns.
- Assist with the supervision of the Governors Sports Radio Network, in particular the streaming of live events on the Athletic Department's website.
- Supervise and coordinate game-day media operations and supervision of game-day staff, including statisticians for assigned sports.
- Field and direct responses to interview requests from local and national media.
- Maintain historical records and statistics for assigned sports.
- Assist in mentoring student assistants and interns.
- Write and post creative content for Athletic Department's website.
- Nominate deserving student-athletes, coaches and administrators for academic and athletic awards.
- Work to create positive publicity for the academic achievements and community service initiatives of the Athletics Department.
- Proactively share story ideas on Athletics department student-athletes and teams with media.
- Develop and maintain positive working relationships with local, regional and national media covering the Athletics department.
- Work collaboratively with University Public Relations and Marketing staff on various projects and initiatives.
- Perform other job-related duties as assigned.

Essential Functions

- Ability to efficiently operate a personal computer and associated software (Outlook, Word, Excel, Adobe InDesign, Adobe Photoshop, video editing software (including, but not limited to Sony Vegas Video and Final Cut Pro), etc.) and Ellucian Banner.

- Demonstrate knowledge, understand and commitment to compliance with APSU, OVC and NCAA policies, rules and regulations.
- Ability to communicate effectively and appropriately.
- Ability to maintain confidentiality of records and information.
- Ability to interact in an effective and appropriate manner with diverse populations, the University community and the public.
- Ability to detect and correct grammatical and spelling errors in written correspondence.
- Ability to maintain files accurately, in paper and in software programs.
- Ability to handle multiple tasks simultaneously.
- Ability to effectively supervise personnel and complete all associated personnel actions in a timely and accurate manner.
- Knowledge of requirements for compliance with all NCAA and OVC rules related to the responsibilities of this position.
- Ability to efficiently use statistics and statistical programs (StatCrew and Automated Scorebook).
- Ability to effectively coordinate events and programs with the media.
- Ability to travel to locations outside of the University area.
- Ability to write, edit and/or develop articles, reports and publications.
- Ability to edit video.
- Ability to organize and coordinate athletic events.
- Ability to accurately prepare and maintain records and reports.
- Ability to work nights and weekends, including irregular and extended hours, in preparation for and during athletic events.
- Ability to travel with assigned teams for competitions as required.
- Ability to follow AP style guidelines.

Required Minimum Qualifications

- Bachelor's degree in journalism, public relations, marketing or related field.
- A minimum of two (2) years of work experience in sports information and/or marketing (may be as an intern or graduate assistant), in a collegiate setting.
- Previous work experience in computer word processing, printing and publications design.
- A writing sample and marketing plan sample must be submitted with application.
- Knowledge of all areas of sports journalism work, including television, radio and print media, release and feature writing skills.
- Experience in event coverage and as a media liaison.
- Experience with desktop publishing and Web editing software.
- Experience in educating and assisting College entities on use of social media
- A background check will be required of the successful applicant.

Additional Preferred Qualifications

- Experience with all aspects of in-game promotions, including on-court presentation.

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