



**DATE ISSUED:** 06/08  
**FLSA:** Exempt  
**PTO:** VCS

## **JOB DESCRIPTION**

### **TITLE**

Assistant Director, Athletics & Sports Information

### **JOB SUMMARY**

Assists the Director of Athletics in the operation of the department with primary duties of managing the day-to-day operations of an NCAA Division II sports information office and all media relations functions. Work is performed under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

### **ORGANIZATIONAL RELATIONSHIPS**

*Reports to:* Director, Intercollegiate Athletics

*Supervises:* Student Assistants

### **PRIMARY DUTIES** - *May include, but not limited to the following:*

Develops, implements and updates an annual plan to promote and provide information regarding Intercollegiate Athletics.

Responsible for the design and daily maintenance of the Athletics web site in conjunction with the University's Office of Marketing and Communication and the web-hosting service, if applicable.

Responsible for the design and production of schedule cards/posters, game programs, summer sports camp brochures, weekly press releases, media guides, flyers, and other promotional pieces.

Distributes news and information to all subscribers of the TWU Athletics free e-mail service.

Coordinates maintenance of the email listserv with the University's Technology Services department.

Coordinates and participates in the management of all home events with the Assistant Director of Athletics for Marketing and Operations.

Hires and supervises home event workers including timers, scorers, announcers, lines crew and statistics crew.

Coordinates the statistics crew and compiles event statistics following the event.

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Prepares announcer script, press table notes, press releases, box scores, and distributes final statistics to visiting coaches and the media.  
Responsible for the distribution of press releases and box scores to the media, conference member institutions, ranking committees, and hometown newspapers immediately following the event.  
Coordinates interviews with coaches and players as requested by the media.  
Coordinates and conducts press conferences.  
Arranges for photos and maintains a photo archive for each sport and the department.  
Maintains current and accurate statistical files for each sport.  
Maintains historical archives for the Intercollegiate Athletics department.  
Writes feature articles for each student-athlete to be forwarded to her hometown newspaper.  
Responsible for maintaining and upgrading the technology tools necessary to operate the sports information department efficiently.  
Manages a fiscally sound budget.  
Secures home event workers (score-table personnel etc.) for events hosted for outside clients as necessary.  
Commits to and be responsible for adhering to all rules and regulations set forth for the University, the Lone Star Conference and the NCAA with the utmost integrity.  
Works cooperatively with personnel in the athletics department, attends department meetings and activities, and always represents the University positively when interacting with the community, alumni, high school and club coaches, media and general public.  
Represents TWU at all LSC Sports Information Director meetings and other meetings on the state, regional, and national levels as deemed necessary by the Director of Athletics.  
Completes other assigned administrative duties in a timely manner.

### ***ADDITIONAL DUTIES***

Attends seminars, conferences and other professional development opportunities.  
Implements Athletics' strategic plan as part of the Division of Student Life's strategic plan.  
Perform other duties as requested.

### ***EDUCATION***

Bachelor's degree required. Major coursework should be in Journalism, Public/Media Relations or other appropriate areas.

### ***EXPERIENCE***

Four years relevant experience in sports information, media relations and/or communications in NCAA intercollegiate athletics, a professional or minor-league major sports team as a director. Experience working with collegiate gymnastics a plus.

**REQUIREMENT**

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

**KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:**

Demonstrated knowledge of the day-to-day operations of an intercollegiate athletics department .

Desktop publishing skills as related to the production of publications required.

Ability to use Web publishing software required to design, update and maintain the Athletics web site.

Ability to use Microsoft Word, Excel, Adobe Acrobat, Adobe InDesign CS2, Photoshop, Quark Xpress, Dreamweaver, Stat Crew and Score Master.

Strong overall communication skills, including excellent writing and editorial abilities, and commitment to quality.

Must be self-motivated, organized, detail-oriented and able to work as a member of a team.

Ability to adhere to all policies, rules and regulations of the university, the Lone Star Conference and the NCAA.

Ability to hire and supervise qualified student workers.

A proven record in following directives and being responsible for tasks which have been assigned.

Ability to handle multiple tasks in a fast-paced environment as needed.

Ability to attend seminars, meetings and other professional development opportunities at or away from TWU.

Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities

Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.

Knowledge of management methods and ability to provide administrative guidance within area of responsibility and provide direct training and supervision as needed.

Ability to apply budgeting and fiscal planning techniques within financial constraints.

Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.

Ability to communicate effectively - orally, by phone, in person, and in writing.

Ability to respond to emergency situations in a timely manner.

Ability to represent the department and University in a friendly, courteous and professional manner.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable

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accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. The employee must have the ability to occasionally lift, carry, and/or drag approximately 50 pounds. Specific vision abilities required by the job include ability to distinguish the nature of objects by using the eye.

**WORK ENVIRONMENT**

Employees are responsible for performing their duties in an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed indoors and/or outdoors in conditions including loud and constant noise. Work environment involves minimal exposure to physical risks. The employee may be required to travel.

**SAFETY**

Assists in the creation of a culture of safety and environmental protection by performing work safely in accordance with departmental safety procedures. Operates equipment safely and reports any unsafe work conditions or practice to supervisor.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

***Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.***

***Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran’s status, or against qualified disabled persons.***

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***All positions at Texas Woman's University are deemed security sensitive requiring background checks.***