

# **Sul Ross State University**

## **Position Description**

**Official Title:** Assistant Sports Information Director

**Salary Group:** RU 2 **Job Code:** 3335

### **Summary**

Function: Provides assistance and support to the university's Sports Director in any and all duties as required (half-time). Provides assistance and support to the Director of Development for Corporate Sponsorships (half-time).

### **Duties**

Half-time Assistant Sports Information Director: Perform all duties as required in the office of the Sports Information Director including Broadcasting, interviews, print and video production, web and social media, and coordinating athletic marketing; assist the Media Technology Specialist; and other duties as assigned.

Half-time Marketing Coordinator: Assist to develop a prioritized list of facilities enhancement needs in athletic venues, academic venues and other facilities as appropriate; develop cost estimates for facilities enhancements; determine appropriate locations for advertising of corporate sponsorships, including physical advertising, web-based advertising, social media advertising and other applicable means; develop proposals for and solicit support from potential corporate sponsors, individuals sponsors, and other supporters; coordinate with others as appropriate to develop sponsorship contracts; monitor payments and other compliance with sponsorships.

### **Supervision**

Received: Half-time Sports Information Director and half-time Associate Vice President of University & Student Services

Given: Supervises student employees as appropriate

### **Education**

Required: Bachelor's degree

Preferred: Master's degree

### **Experience**

Required: Three years experience in related field.

### **Equipment/Skills**

Required: Principles and practices of new releases, publication relations, media relations and related publication creation, development, writing and presentation; analysis and presentation; applying the principles and practices of budget creation, development, presentation, justification and monitoring; applying principles and requirements of print and electronic media focus, limitations and needs of print and electronic media; applying principles of website maintenance.

Ability to organize and track projects and tasks, to maintain time schedules, and to maintain attention to detail while managing multiple priorities. Demonstrated ability to develop and implement website improvements, learn and adopt the use of new software programs quickly and proficiently. Must have the ability to understand and creatively solve complex problems in a deadline driven environment.

### **Working Conditions**

Usual: Exempt from overtime provisions. Position is Security Sensitive.

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.

Date revised: January 2019