

Lincoln University Job Description

Job title:	<i>Sports Information Director</i>
Department:	<i>Athletics</i>
Reports to:	<i>Director of Athletics</i>

Job Summary:

The Sports Information Director is responsible for the development, coordination and implementation of athletic media and marketing plans for the intercollegiate sports programs. The individual will be responsible for all statically reporting to maintain compliance with the NCAA, CIAA and ECAC governing bodies. The individual will be responsible for the athletic website to include design, athletic stories, statistical data, records, and history on current and past Lincoln University athletes, coaches and administrators. The position requires the individual will be responsible for athletic public relations with the University's Media Relations Office and outside media constituents. The position requires effective communication skills and ability to provide public relations advice and counsel to the Director of Athletics, athletic staff and student-athletes. The position requires the ability to market the athletic program to various venues (i.e. corporate sponsors, media, prospective student-athletes). The Director of Athletics will serve as the immediate supervisor and the Director of Communications will be the primary supervisory.

Qualifications:

- Bachelor's Degree.
- Minimum of 3 years of collegiate sports information (statistical reporting) & media experience (internships, etc.) or a combination of experience.
- Athletic background (high school or collegiate).

Preferred: Master's degree or an equivalent combination of training and experience.
Estimated on-the-job training time of: Three months

- Should have an experience in assigned work area.
- Should have knowledge of marketing and promotional programs.
- Should have experience and exposure working in different types of NCAA Division II settings.
- Must be able to support the University's and Athletic Department's mission.
- Knowledge of NCAA, CIAA, and University rules, regulations, policies and procedures.
- Effectively communicate orally, in writing, and interpersonally.

- Effective organizational and time management skills.
- Must be able to multi task and prioritize events and conditions dealing with fundraising and the management of the athletic program.
- Proficiency in Microsoft Word, Excel, sports information statistical software, media software, email, internet, fax, and calculator.
- Website Experience.
- Maintain detailed and accurate files and records.
- Work effectively with a wide range of constituencies.
- Use good judgment in recognizing the scope of authority.
- Anticipate potential vulnerabilities and develop systems to monitor.
- Effectively counsel student-athletes on requirements for personal conduct, academic performance, and athletic participation, including good sportsmanship.
- Organize tasks and time to ensure timely completion of all projects and responsibilities.
- Adapt to and support a changing work environment.
- Work extended days and weekends.
- Serve as an effective role-model for college athletes.
- Ability to operate an automobile, possession of a valid driver's license, and an insurable driving record.
- Travel by air or ground transportation.

Essential Duties and Responsibilities:

- **Compliance** – Ensure adherence to all rules, regulations, policies, procedures, and guidelines with NCAA, CIAA and Lincoln University.
- **Eligibility** – Review and monitor student-athlete eligibility compliance.
- **Student-Athlete Well-Being** – Review and monitor student-athlete well-being.
- **Sports Information** – Compile statistics for NCAA, CIAA and ECAC in accordance to rules compliance. Develop and implement a comprehensive public relations and sports information program and athletic website.
- **Marketing** – Develop and implement a comprehensive marketing plan for the Athletic Department.
- Provide effective **upward communication to supervision.**
- Effectively **interacts and collaborates with other unit and athletic department team members.**
- Identify needed areas of **self-improvement** and actively pursues appropriate means and methods to increase effectiveness in those areas.
- Effectively perform assigned **projects** to meet desired objectives and deadlines.

Working conditions:

Working is primarily performed in a university campus environment and requires a flexible schedule including evenings and weekends. Travel for administrative work is expected. An individual in this position is subject to inside environmental conditions. Individual will sometimes be exposed to outdoor work in inclement and/or hot weather.