GORDON COLLEGE

Position Description

Title: Sports Information Director (SID)

Function: Under the direction of the Director of Athletic Communication, the Sports Information Director will gather and disseminate all relevant information and statistical data pertaining to the day-to-day competitions and events within the Athletic Department at Gordon College. This would include statistic gathering, score reporting and game story creation to the required sanctioning bodies such as the NCAA, the ECAC, the CCC and other various media outlets. The SID is the primary content creator, including photography, for the Athletics web site. The SID will work closely with multiple College departments to keep the campus informed about daily schedules, activities and results.

Description of Duties and Tasks:

1. Provide statistical recording procedures for each sport. The SID may employ student workers to assist with contest statistic keeping. The SID is responsible to make sure that accurate and complete statistics are kept.

2. Write game reports to be posted on the web site, sent to visiting institutions, and sent to appropriate media outlets. The SID will also occasionally write articles or provide information for college publications as needed.

3. Report statistics and game scores to the NCAA, ECAC, D3, CCC and any other outlet required by rule or for better exposure for Gordon Athletics.

4. Make arrangements with each member of the coaching staff to gather information and positive stories regarding student-athletes. Publicize these stories through varied local and national media, while adhering to privacy restrictions and waivers.

5. Provide programs for game day use and special events of the Department.

6. Produce Coaches’ Bios for web content and media guides for all sports programs.

7. Oversee all photography resources and needs for the Athletics website and publicity.

8. Utilize all available social media to get the word out about positive aspects concerning Gordon Athletics.

9. Selects the Gordon Student-Athlete of the Week for our web and newsletter formats.
10. Research possible candidates for the Athletic Hall of Honor at the College. The SID will be a member of the Hall of Honor committee.

11. Work on projects as assigned by the Director of Athletic Communication and/or the Director of Athletics.

**Required Knowledge, Skills, and Abilities:** In order to fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodations, using some combination of skills and abilities.

1. Must profess faith in Jesus Christ as Lord; must accept Gordon’s Statement of Faith; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon’s Statement of Life and Conduct; and must work to advance Gordon’s mission through this position.

2. A bachelor's degree is required, and a master's degree is preferred. Past experience within the NCAA or the NAIA is preferred but not required.

3. Must possess strong verbal and writing skills, with an emphasis on clarity and conciseness.

4. Must be proficient in use of computers, word processing applications and other technology utilized in the performance of reporting and broadcasting athletic contests.

5. Must have a thorough knowledge of StatCrew programs and any other statistical reporting programs necessary for each sport.

6. Must have the ability to manage and have an eye for quality photography to fill the needs of the Athletic Department web site and other publicity vehicles.

7. Must possess interpersonal skills in order to work with people both inside and outside of the Athletic Department. An ability to be a team player within the athletic department and the institution is crucial to strong team-building.

8. Must have the knowledge and ability to articulate the distinctive elements of an athletic program representing a Christian college.

9. Must have the ability to manage student workers effectively.

10. Must have the ability and willingness to work late hours and weekends. Since the SID position involves highly irregular hours, the SID will have flexibility in determining normal and consistent work hours. A weekly schedule of office hours, games, and other activities should be available to the Director of Athletic Communication.
11. Must strive to grow professionally through NCAA involvement, COSIDA membership, additional classes or other connections to the sports information profession.

12. Prior media relations experience is desirable, but not mandatory.

**Departmental and Community Duties**

1. Develops and maintains a professional and active relationship with co-workers, faculty and staff, administration, alumni, friends of the college and trustees.

2. Coordinates schedule in order to attend all department meetings and functions.

3. Meets monthly with the Director of Athletics and the Director of Athletic Communication for long-term planning purposes.

4. Participate in goal-setting exercises with the Director of Athletic Communication at the beginning of each academic year with an evaluation of the achievement of those goals each spring. The evaluations may also be reviewed by the Director of Athletics and the VP for Student Life.

5. Works within the framework of rules and regulations of Gordon College, the NCAA and the CCC.