Position Title: Sports Information Director

Job Bulletin Number: 103314

Classification: Public Affairs/Communications Specialist Level II

Department: Athletics

Full/Part-time: Full-time

Employment Type: Probationary/Permanent

Bargaining Unit: 9, CSUEU

Pay Plan: 12 month

Salary Range: $3,515 – $6,358 per month. Hiring salary is anticipated at $3,515 - $5,000 per month commensurate with education and experience.

Benefits: Premium benefit package includes outstanding health, dental and vision plans; life and disability insurances; pension (CalPERS); tuition fee waiver; and 14 paid holidays per year. See our benefits website for additional information.

Pre-Employment Conditions: Background including fingerprinting

Closing Date: Open until filled. A review of applications will begin Friday, November 12, 2021 and the review period may end at any time thereafter.

POSITION SUMMARY: The Sports Information Director is responsible for disseminating information and promoting Cal Maritime’s 15 intercollegiate programs; 8 are affiliated with the National Association of Intercollegiate Athletics (NAIA) that include Men’s and Women’s Basketball, Men’s and Women’s Cross Country, Men’s and Women’s Golf and Men’s and Women’s Soccer. The 7 non-NAIA intercollegiate programs are: Men’s and Women’s Crew, Men’s and Women’s Water Polo, Dinghy, Offshore Sailing and Rugby.

HOW TO APPLY: Interested parties should submit the Cal Maritime Employment Application, a cover letter and resume. Apply on-line at http://www.csum.edu/web/hr/careers.
ABOUT THE CALIFORNIA STATE UNIVERSITY MARITIME ACADEMY:
Established in 1929, California State University Maritime Academy, a campus of the California State University, is the only degree-granting maritime academy on the West Coast. Located on a scenic waterfront site in Vallejo, the campus serves a student population of approximately 1100 undergraduates and 50 graduate students. The campus currently offers undergraduate degrees in Mechanical Engineering, Facilities Engineering Technology, Marine Engineering Technology, Marine Transportation, Global and Maritime Studies, and Business Administration. A master’s degree in Transportation and Engineering Management is offered as well as a number of extended learning programs and courses.

MAJOR RESPONSIBILITIES:

News Releases and Media Guides
- Prepare news releases for local media outlets, cadet-athletes’ hometown outlets and various local, regional, state and national publications.
- Prepare and design publications and official game programs involving Cal Maritime’s 15 intercollegiate teams.

Media Relations, Publicity, and Advertising
- Writes previews and recaps for Cal Maritime’s 15 programs.
- Creates content that highlights Cal Maritime’s cadet-athletes for use on GoKeelhaulers.com, department’s main social channels and university-related mediums.
- Manages Athletics’ Twitter, Facebook and Instagram main accounts.
- Implements media and social media plans for website and main accounts.
- Creates graphics featuring cadet-athletes, coaches, Department and University staff throughout the year.
- Respond to media requests for specific news articles, images, radio interviews, TV segments and features for use in various publications.
- Serve as the department’s primary spokesperson, media liaison and website administrator.
- Correspond and provide relevant information for information representatives at the following organizations to publicize Cal Maritime Athletics: NAIA, U.S. Sailing, Collegiate Water Polo Association, U.S. Rowing, and National Collegiate Rugby.
- Collaborates with the Assistant AD of Development regarding the publicity and promotion of the department’s marketing initiatives.

Statistical information
- Meets NAIA and California Pacific Conference rules and deadlines regarding statistical coverage for Cal Maritime’s 15 programs.
- Tabulates and provides statistical coverage for Cal Maritime’s 15 programs.

Game Management
- Arrange materials and equipment for media, scouts, game day support staff, (clock operator, 30-second clock operator, public address announcer) and guests at men's and women's soccer, rugby, men's and women’s basketball home events.
- Recruits, hires and trains game day staff.
- Manages public address announcer, statistician, stats caller, scoreboard, shot clock, game clock and camera operators at home events.
- Designs and edits game day programs.
- Handles game day and team-related photographic needs for the department’s 15 programs.

Student Assistant
- Oversees the game operations student assistants
- Schedule student assistants for various sports.

Other Duties
- Manage, maintain and archive records, and statistics for historical purposes.
- Accountable for maintaining compliance with NAIA, Cal Pac Conference and Cal Maritime policies.
- Performs other duties as assigned.
REQUIRED QUALIFICATIONS:

- Knowledge of the fundamentals of public affairs and/or media relations, and/or some exposure to marketing and marketing research. This background normally is obtained through a college degree, which includes relevant coursework in the field, and up to two years of related professional or technical experience. In addition, strong written and verbal communication skills with a solid foundation in grammar, spelling, and the composition of various communication vehicles are essential to initial entry to this classification.
- Must possess and maintain a valid license to drive in the State of California.
- Working knowledge of and ability to apply standard theories, practices, principles and techniques related to communications in the public affairs, media, marketing, and/or sports information areas.
- Thorough knowledge of and ability to use effectively media outlets including planning media coverage and media publicity campaigns for the university and events.
- Ability to build and manage more sophisticated media contacts.
- Demonstrated ability to keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage.
- Working knowledge of copyright and other applicable laws pertaining to publications and the media.
- Thorough knowledge of web communication techniques, vehicles and formats.
- Ability to effectively use web technology to achieve communication goals.
- Ability to analyze and select pertinent facts and integrate them into communication vehicles.
- Strong story development and journalistic writing skills, as well as advanced editorial skills.
- Knowledge of interview techniques and the ability to define and deliver media messages.
- Working knowledge of marketing and research techniques and methods. Ability to apply market research to identify communication needs and target audiences.
- Ability to apply appropriate statistical techniques and methods to research sports information.
- Exceptional interpersonal skills, including strong public speaking, listening and interpretive skills.
- Ability to provide lead work direction.
- Ability to maintain confidentiality, with regards to department and cadet-athlete information.
- Ability to meet established deadlines and work effectively with diverse groups of people.

PREFERRED QUALIFICATIONS:

- Bachelor’s degree in journalism or related field is preferred
- One year of sports journalism or related experience; writing, editing, and organizational experience; knowledge of college athletics; knowledge of software applicable to the design of publications, marketing materials and website management is preferred.
- Previous supervisory preferred since this position will oversee department and game day assistants.
- Knowledge of NAIA and California Pacific Conference rules.
- Five years of industry-related experience, preferably in higher education.
- Knowledge of Presto Sports website content management system (or similar program).
- Excellent organizational, time and project management skills.
- Working knowledge of appropriate stats software for use at home events.

SPECIAL CONDITIONS:

PHYSICAL, MENTAL and ENVIRONMENTAL CONDITIONS:

- Up to 40% of the activities involve sitting, standing, squatting, kneeling or walking; involves lifting heavy weight objects limited to 50 pounds; may involve pushing and pulling objects within the weight limits.
- Drives motorized equipment

HOURS of WORK/TRAVEL: Some travel required outside of normal business hours and potential travel for postseason events. Ability to work evenings and weekends to prepare for and cover home athletic events.
BACKGROUND CHECK: Satisfactory completion of a background check (including a criminal records check and DMV records check) is required for employment. CSU will make a conditional offer of employment, which may be rescinded if the background check reveals disqualifying information, and/or it is discovered that the candidate knowingly withheld or falsified information. Failure to satisfactorily complete the background check may affect the continued employment of a current CSU employee who was conditionally offered the position.

MANDATED REPORTER: The person holding this position is considered a ‘mandated reporter’ under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 revised July 21, 2017 as a condition of employment.

ELIGIBILITY TO WORK: Applicants must provide proof of U.S. citizenship or authorization to work in the United States within three days of the date of hire.

TITLE IX: Please view the Notice of Non-Discrimination on the Basis of Gender or Sex and Contact Information for Title IX Coordinator at: https://www2.calstate.edu/titleix

EEO STATEMENT: Cal Maritime is an Equal Opportunity, Affirmative Action Employer. The university subscribes to all state and federal regulations and prohibits discrimination based on race, color, religion, national origin, sex, gender identity/gender expression, sexual orientation, marital status, pregnancy, age, disability, genetic information, medical condition, covered veteran status, or any other protected status. Reasonable Accommodations will be provided to applicants with qualifying disabilities who self-disclose by contacting the Benefits Coordinator at (707) 654-1146.