



# ***SBP Job Posting***



## **(XYZ) High School Sports Business Program**

### **Publicity Manager (Sports Information Director)**

SBP Job Number: 13

**Reports To: Marketing and Communications Director**

#### **Job Description:**

The Publicity Manager (or SID) is the primary coordinator for all publicity matters for the athletic department. The SID will serve as a liaison between the media and all athletic staff and student athletes. They are responsible for assisting the Marketing and Communications Directors with writing media guides, press releases, game programs and the development of positive working relationships with local members of the media.

The position requires coordinating assignment of staff with various daily and game day tasks and assisting in the day to day operations of the sports information department including compiling and distributing statistical information. The job requires someone with superior written and verbal communication skills.

#### **Responsibilities and qualifications include:**

- Serve as point of contact for media and community partners for the athletic department
- Assist the Marketing and Communications Director with the creation and editing of programs, press releases and media guides.
- Compile updates and statistical records on a game by game basis and maintain files for specific sports
- Delegate staffing duties of home athletic events and supervise in the coverage of events and tournaments
- Assist with the press box and press row operations and assembling game day statistical crews.
- Perform other duties or special projects as assigned by the Athletic Director

**Basic Skills:** Outstanding written and verbal communication skills, knowledge of statistical information and basic software

*For all interested and qualified applicants, please submit your cover letter and resume.*

**Contact Information:** Teacher Name, Room number, Email / phone

**Application Requirements:** Extra hours available outside class time (etc)

**Application Deadline:** Date