



Position Title: Sports Information Director
Reports To: Athletic Director

Major Responsibilities: Sports information directors document and publicize the accomplishments of athletes and teams for the school or league they represent. SIDs typically work as a liaison between the school or league and the local or national media.

Like many sports careers, there are few “typical days” for SIDs, who may spend a morning editing a future media guide, an afternoon welcoming media for a team day, and an evening tracking statistics in the press box during a game.

Specific Duties and Responsibilities:

1. Read, understand and comply with the University’s mission, the catalog, the University’s policies and procedures, the Staff Handbook and Institutional Effectiveness process.
2. Respond to communications (e-mail, voice mail) on a daily basis.
3. There is no off-season for college SIDs. They compile statistics for each sport at a school, collect information on each athlete, put together media guides for each sport, and write up press releases for the sports program. They also update information on school web sites.
4. SIDs typically track official statistics for each sport at a school. They then issue this information to various media outlets, the league or conference, and eventually compile the information in media guides. They can use these statistics to assist the media on stories or emerging trends.
5. With many teams and athletes at colleges, SIDs collect information from each player to provide biographical information for media outlets, media guides, and rosters.
6. By staying on top of trends, SIDs can issue press releases that may help sports reporters or editors with story ideas. When a team receives media coverage, it can help create more interest in the community and at the school.
7. SIDs also accommodate media representatives who cover the various teams by issuing press credentials, supplying in-game statistics, and assisting in coordinating interviews and press conferences. Before a season, they organize media days to publicize their teams and allow media access to coaches and players.
8. SIDs also can put together information on the school to provide to recruits.
9. Participate in the self-studies and committees conducted by the University.
10. Support and participate in University Commencement Ceremonies.
11. Perform other duties as assigned

Preparation

1. Typically schools use students to assist in their sports information departments, an excellent way to get a foot in the door, gain experience, and gain contacts.
2. SIDs or assistant SIDs typically attain at least a bachelor's degree with majors in journalism, communications, marketing, public relations, or related fields.
3. It is important to develop an understanding--and preferably an appreciation--of a variety of sports. While sports like football and basketball may receive the most media attention at a school, sports information departments track every sport at a school.

This job description is intended to describe the general nature and level of work being performed by individuals assigned to this position. It is not intended to be construed as an exhaustive list of all tasks, duties, skills and/or responsibilities required for this position in each Campus at all times. Tasks, duties, skills and/or responsibilities may vary from individual to individual, campus to campus and over time, depending upon various factors. These are general guidelines for this job position.

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