



## **West Valley - Mission**

Community College District

### **Class Specification**

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## **Manager, Sports Information**

Classified Administrative Position (Exempt Status)

Administrative Salary Schedule – Range 11

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### **Definition**

To plan, organize, direct, and coordinate the public relations activities within Intercollegiate Athletics, including distribution of news releases, production of department publications, game statistics reporting, maintain website, update and compile information for athletic statistical reports and historical records, and to provide highly complex staff assistance to the Associate Vice Chancellor, Intercollegiate Athletics.

### **Supervision Received and Exercised**

Receives direction from the Associate Vice Chancellor, Intercollegiate Athletics.

Exercises direct supervision over assigned technical and administrative support staff.

### **Examples of Essential Duties**

Duties may include, but are not limited to, the following:

- Recommends and implements comprehensive athletics communications and media relations strategies to promote District athletic programs and student-athletes.
- Establishes editorial standards, branding guidelines, and messaging priorities for Athletics Department communications.
- Advises Athletics leadership on public relations strategy, crisis communication, and media response planning.
- Manages the production and distribution of athletics publications and digital content including media guides, game programs, press releases, feature stories, and promotional materials.
- Oversees the Athletics Department website and digital platforms to ensure accurate, timely, and engaging content delivery.
- Ensures compliance with conference, league, and institutional reporting requirements related to athletics statistics and records.
- Serves as the primary media relations representative for the Athletics Department.
- Develops and maintains effective working relationship with local, regional, and national media outlets.
- Coordinates credentialing, press operations, and media services for athletic events.
- Negotiates and manages sponsorships, advertising agreements, and vendor contracts related to athletics communications and marketing initiatives.
- Plans, assigns, supervises, trains, and evaluates professional, classified, temporary, student, and contract staff assigned to sports information and communications functions.
- Oversees recruitment, onboarding, and performance management of communications staff, interns, and student assistants.
- Establishes work priorities, operational schedules, and service standards.
- Participates in budget preparation and administration and monitors the Sports Marketing and Communications budget.

- Authorizes expenditures and ensures fiscal accountability for communications-related programs and services.
- Evaluates vendor performance and manages production timelines and quality standards.
- Oversees game-day communications operations including staffing, media accommodations, broadcasting coordination, and public address services.
- Leads planning and communications support for major Athletics Department events such as Hall of Fame ceremonies, Homecoming, and awards programs.
- Build and maintain positive working relationships with co-workers, other district employees, and the public using principles of good customer service.
- Foster an environment that embraces diversity, integrity, trust and respect.
- Be an integral team player, which involves flexibility, cooperation and communication.
- Perform related duties as assigned.

## **Minimum Qualifications**

### **Knowledge of**

- Branding, marketing, and content strategy for multi-platform communications.
- Budget administration, contract management, and vendor oversight practices.
- Supervision, staff development, and performance management principles.
- Statistical reporting practices and compliance requirements for intercollegiate athletics programs.
- Web content management systems, desktop publishing tools, and digital media platforms.
- Operation and coordination of event communications systems including public address and scoreboard technologies.

### **Ability to**

- Plan, organize, and manage a comprehensive athletics communications and media relations program.
- Supervise and lead professional and support staff.
- Develop and implement strategic communications initiatives.
- Manage budgets and external vendor contracts.
- Build and maintain effective working relationships with media representatives, administrators, student-athletes, staff, and community partners.
- Produce high-quality written and digital communications materials.
- Analyze program performance and implement continuous improvement strategies.

## **Experience and Education**

Any combination of experience and education that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

### **Experience**

Five (5) years of increasingly responsible professional experience in athletics communications, media relations, public relations, marketing, or a closely related field, including one year of supervisory responsibility.

### **Education**

Equivalent of a bachelor's degree from an accredited college or university with major course work in public relations, journalism, marketing, sports management, or a related field.

## **License and Certificate**

Possession of, or ability to obtain, an appropriate, valid California driver's license, and the ability to maintain insurability under the district's vehicle insurance policy.

*EEO Category: Executive/Administrative/Managerial*

*Approved Date: February 24, 2026*