

WARTBURG COLLEGE POSITION DESCRIPTION

Title of Position – Sports Information Director

Preparation Date: June 4, 2019

Function of Position:

Responsible to the Director of Athletics for identifying, writing, and disseminating Wartburg sports information via various media to internal and external audiences; work with athletic department staff to effectively market and leverage the success of the athletic department, teams, and individual student athletes through enhanced coverage and promotion of athletic events and achievements. Coordinate with the Director of Marketing and Communications to ensure consistency with the overall marketing and communication strategy of the college.

Principal Duties and Responsibilities:

- 1) Develop and manage Wartburg College's athletic web site, www.go-knights.net; post news releases, photo galleries, video clips, etc.; update vital team information (i.e. rosters, coaches' bios, records, etc.) on and off season. (30%)
- 2) Cover athletic events and assist with videoboard function; provide accurate, up-to-date statistics and results to Wartburg coaching staff and media. (25%)
- 3) Disseminate press releases on a variety of athletics-related topics, on and off season, as well as game recaps, features, etc. to print and broadcast media as well as to sport-specific Web sites; work with national media consultant on placement of targeted stories; pitch stories to a variety of local media. (10%)
- 4) Supervise students working as sports statisticians and feature writers and serve as KnightVision supervisor. (10%)
- 5) Collaborate with the Marketing and Communication office in the development of marketing strategies and materials consistent with the overall college plan. Enhance the promotion of events, athletic fundraising, and recruiting, while generally advancing the message of Wartburg College. (10%)
- 6) Utilize a variety of social media platforms to engage a wide range of internal and external constituents (5%)
- 7) Write and edit copy for all home sports programs and schedule cards. (5%)
- 8) Work with coaches on copy for camp brochures and recruiting materials. (3%)
- 9) Write copy for special events such as Hall of Fame banquet and sports-related feature articles for the Wartburg Magazine. (2%)
- 10) Perform other duties as assigned.

Supervision:

Employee proceeds independently working towards established objectives requiring the use of a wide range of procedures. Employee prioritizes own work and resolves unusual cases in consultation with supervisor.

Minimum Qualifications:

Requires knowledge equivalent to a bachelor's degree in English/Journalism or a related field as well as knowledge of Web site management and stat software. Prefer two years of effective experience in writing, editing, and Web management. Previous experience as an SID or within sports marketing is also preferred.

Application Procedure:

Send letter of interest, including a statement regarding qualities you offer within the context of the Wartburg College mission, résumé, and contact information for three references electronically to: hr@wartburg.edu. See www.wartburg.edu for further information about the college. Screening begins immediately and continues until position is filled.

Wartburg College is a selective liberal arts college of the ELCA, nationally recognized for community engagement. As an affirmative action, equal opportunity institution, Wartburg College actively seeks applications from women and members of ethnic and minority groups.