



EMPLOYEE NAME: _____

JOB DESCRIPTION

POSITION TITLE: Sports and Public Relations Specialist	JOB CODE : 4880
DIVISION : Strategy and Accountability	SALARY SCHEDULE : Professional/ Supervisory Support
DEPARTM ENT: Communications	WORKDAYS: 238
REPORTS TO: Director of Public Relations	PAY GRADE: NK06
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION : Develop and execute comprehensive communication strategies to highlight and promote athletic programs and events across the organization. This includes writing, editing, and distributing compelling sports content, supporting media relations, attending sporting events, creating multimedia and digital content, and supporting district-wide athletic communication initiatives.	

REQUIREMENTS:

1.	Educational Level: Bachelor 's degree or higher in Communications, Public Relations, Journalism , Sports Media, or related field preferred.
2.	Certification/License Required: None
3.	Experience: Minimum of 5 years of experience in public relations, journalism, or digital communications, preferably with a focus on sports or athletics.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Excellent written and verbal communication skills with a strong grasp of journalistic standards and storytelling across digital and traditional platforms. Proven ability to cover sports events and create engaging multiple projects, working both independently and within teams, and adapting to fast-paced, dedsline-driven environments. Demonstrates sound judgement when handling high-profile or sensitive topics. Brings experience in strategic promotion of athletic programs, mentoring junior staff, and maintaining a felxible schedule to support after-hours and weekend events.

The Board of Education and the Superintendent may accept alternatives to some of the above requireme nts.

ESSENTIAL DUTIES :

1.	Demonstrates prompt and regular attendance.
2.	Leads the creation of compelling, athletics-focused content for distribution across multiple platforms, including the district website, social media, video, email, print, and emerging digital channels.
3.	Writes and edits high-impact stories and mult imedia content for multiple platforms to support the district 's strategic goals.



4.	Maintains a sports media contact list and manages relationships with local, regional, and national sports outlets.
5.	Helps capture compelling content, including photos, during athletic events.
6.	Leads cross-functional collaboration with school administrators, coaches, athletic directors, and district leadership to support athletic communications that align with organizational goals and branding.
7.	Advises on crisis communications and sensitive media issues related to athletics, helping prepare statements or coordinates timely responses when necessary.
8.	Oversees the development of sports-related multimedia and infographics, collaborating with design and content teams to produce visually engaging, brand-aligned materials.
9.	Provides on-site communications support, when necessary, at high-profile games and athletic events.
10.	Manages and strategically plans the athletics communications content calendar across all platforms to align with district goals, seasonal cycles, and key events.
11.	Understands and translates complex data into understandable, community-friendly content.
12.	Performs other duties as assigned by appropriate administrator.

Signature of **Employee** _____ Date _____

Signature of Supervisor _____ Date _____