

JOB DESCRIPTION

POSITION TITLE: Sports Content Specialist	JOB CODE: 488A
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional/Supervisory Support
DEPARTMENT: Communications	WORKDAYS: 238
REPORTS TO: Director, Content and Marketing	PAY GRADE: Rank G (NK07)
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: Creates and manages digital content focused on athletic programs, events, and achievements for internal and external communications. and coordinates digital content creation. Uses digital marketing and written content to highlight student-athletes, teams, and sports-related initiatives for a variety of internal and external stakeholders.	
REVISION DATE(S): 5/25	

REQUIREMENTS:

1.	Educational Level: Bachelor's degree or its equivalency (2 years similar work level experience = 1 year of college; a combination of experience and education may be used to meet the bachelor's degree requirement)
2.	Certification/License Required: None
3.	Experience: 5 years of experience in sports media or digital marketing. Ability to use a variety of communications platforms, including social media and podcasting. In-depth back-end knowledge of Facebook and Twitter. Experience with digital content programs, editing software, and social media scheduling programs and other similar tools.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Exceptional written communication; familiarity with content management systems; digital media and sports knowledge, multi-media technology experience; deep understanding of sports storytelling, social media analytics, and digital audience engagement.

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

ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Creates compelling sports-related content to be distributed across all channels including website, social media, mobile, video, print, and email.
3.	Collaborates on infographics, multimedia content and other similar visual representation of sports-centered information in digitally friendly formats.
4.	Writes compelling, consumer focused copy on athletic teams, student athletes, game results, and special events for distribution on multiple platforms.
5.	Develops and manages sports-related content calendar across all platforms.
6.	Understands and translates complex research and data into understandable, lay-friendly content
7.	Relates technical material in a style that uses easily comprehensible verbiage.
8.	Collaborates with cross-functional stakeholders to create and execute digital media campaigns related to district athletics based on divisional priorities and needs.
9.	Reports on engagement metrics and provides insights and recommendations for future content.
10.	Performs other duties as assigned by appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____