

Class No.:	
Original Date:	January 2023
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Pay Group:	24

CLASS SPECIFICATION

SPORT INFORMATION EVENT MANAGEMENT, MEDIA, AND SPORT DEVELOPMENT OFFICER

NATURE AND SCOPE OF WORK

Reporting to the Director of Athletics, this position is responsible for the oversight of the department's multiple media streams as well as monitoring the branding of Athletics and Recreation at Capilano University. This position works in tandem with the Sports Information Administrator – Academic to ensure all media relations are covered. The position additionally has specific responsibilities in the areas of results reporting, event management and community sport camp development in the department of Athletics and Recreation. The incumbent works closely with other department staff and coaches in promoting a positive public profile of Capilano University Athletics, Recreation, and community sport.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Researches, writes, and releases academic publicity materials, brochures, booklets, newsletters, and coordinates photography as well as the printing and distribution.
- Compiles information for media. Assists with Updates and maintaining Athletics and Recreation websites and social media including writing and updating content and sourcing images; ensures all copy and logo placements are in line with the university's content, branding and social media guidelines and policies while using Presto Sports.
- Plans, organizes, and delivers athletic events and other department events such as league games and tournaments. Assists the Director, Athletics and Recreation in coordinating special events, provincial and national championships.
- Coordinates student employment. Recruits and schedules a team of volunteers and student aides who work as event staff. Organizes and schedules the activities of major and minor officials, volunteers, and student aides.
- Ensures official score sheets and sports information/statistical requirements are properly prepared and that all event results are reported as stipulated by athletic

associations and leagues, to the media, CCAA, and the PACWEST. Maintains official files of all score sheets and related official game forms and information for reporting to the Manager of Athletics and league associations.

- Coordinates league and exhibition matches including staff scheduling and monitoring, set up, webcast logistics and wrap up.
- Organizes and promotes the sport development programs (primarily Spring and Summer Sports Camps) in collaboration with the campus recreation Programmer under the supervision of the Director, Athletics and Recreation.
- Secures the integrity of sport camp registrations
- Maintains Athletics and Recreation social media profiles in adherence to university social media guidelines.
- Secures the integrity of cash amounts from the sales of concession goods and admission tickets. Prepares deposits of revenue funds.
- Responsible for term-end reconciliation of all monies generated by and spent for the athletic events.
- Completes an annual revision of the events management department manual.
- Provides a year-end report to the Director.
- May be required to perform manual work in the setup and services of an event.
- Adheres to all WHMIS, TDG and other occupational health and safety requirements and reports hazards immediately.
- Performs other duties related to the qualifications and requirements of the position.
- May be required to take training and act in the capacity of a floor warden as part of the University's Emergency Preparedness Plan (Fire, W.H.M.I.S, Earthquake).

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Knowledge of sports and community athletics
- Considerable knowledge of the B.C. Amateur Sports Bodies, high school sport governing Bodies, the function of the Pacific Western Athletic Association (PACWEST) and the Canadian Colleges Athletic Association (CCAA).
- Considerable knowledge of marketing and communications practices.

- Considerable knowledge of page layout, photo editing, web publishing, social media, database, spreadsheet, and word processing applications.
- Considerable knowledge of web and email applications - web development platforms, i.e Presto Sports
- Considerable knowledge of event planning and management.
- Ability to always maintain professionalism, deal with difficult people and respond effectively to public inquiries.
- Ability to establish and maintain effective working relationships with, and provide customer service to other employees, student workers and volunteers, and the general public.
- Ability to work both in a team environment and independently with minimal supervision.
- Ability to organize a team of volunteers and student workers effectively.
- Ability to organize and multi-task with strong attention to detail.
- Ability to show confidence in initiating contacts internally and externally.
- Ability to exercise tact, diplomacy, and cross-cultural sensitivity.
- Ability to maintain accurate records and files.
- Ability to safely lift and carry merchandise and equipment within the limits defined by the WCB.

REQUIRED TRAINING AND EXPERIENCE

- Completion of a bachelor's degree in Sport Administration, Sport Marketing and Communications, Human Kinetics is preferred but equivalent years of experience in this area or at Capilano university will be considered.
- Must have a knowledge of the post-secondary sport system in BC and Canada (PACWEST/CCAA).
- Three years of experience in post-secondary athletics/recreation programs and facility operations including athletic event development, management, and promotion.

REQUIRED LICENCES, CERTIFICATES & REGISTRATIONS

- None