



POSITION ANNOUNCEMENT

Position: Sports Information Director (SID)

Job Description: The Sports Information Director oversees all athletic communications, including game statistics, media relations, website and social media content, and promotional materials to enhance the visibility and reputation of the college's NJCAA sports programs. This position reports directly to the Athletic Director.

Duties and Responsibilities: The Sports Information Director (SID) is responsible for promoting and enhancing the visibility of the college's intercollegiate athletic programs. This role involves managing media relations, maintaining statistical records, overseeing digital content, and coordinating game-day operations. The SID serves as the primary liaison between the athletic department and media outlets, ensuring accurate and engaging coverage of all sports.

- Write and Distribute press releases, game previews, recaps and feature stories
- All Athletic Social Media pages are managed by the SID as well as a designated coach pertaining to that sport. Dual management allows better cooperation and collaboration regarding that program's image and message that it sends to its players and followers
- Make content for news and updates weekly and applying it to Streaming and interface & promotional material
- Assist in the management and production of Bear TV in collaboration with the Director of Bear TV. Bear TV is used to provide at home access to certain live events such as games, press conferences, updates and announcements related to the Athletic Department or to the College. Task of this platform may include (but not limited to) brand management, advertising and promotions, and guidance to student workers who are involved with Bear TV.
- Organize Media Days, interviews and press conferences
- Coordinate Game Day Operations
- Develop strategic communications plans to increase program visibility

Qualifications:

Required- Bachelor's Degree in Communication, Journalism, Sports Management, or related field. Experience in sports information, athletic communication or a Graphics Background.

Preferred – Master's Degree in Communication, Journalism, Sports Management, or related field

Contact: Send cover letter, application, resume, and transcript to Jennifer Knight, Human Resources, 1156 College Drive, Summit, MS 39666-9029, Phone: 601-276-3850, Email: hr@smcc.edu

Application Deadline: Friday, November 7, 2025 by 1 PM Failure to include requested application information will preclude applicant from consideration of position. <https://www.smcc.edu/wp-content/uploads/Staff-Application.pdf>

Nondiscrimination Statement:

Southwest Mississippi Community College does not discriminate on the basis of race, color, national origin, age, sex, religion, or disability in its programs, activities or employment practices. The following persons have been designated to handle inquiries and grievances regarding the non-discrimination policies: Mrs. Rhonda Gibson, Director of Disability Support Services, 601-276-3885; Mr. Blake Brewer, Vice President for Student Affairs and Title IX Coordinator, 601-276-3717; SMCC, 1156 College Drive, Summit, MS 39666.