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|  | Date Revised: 8/20/2024 |
| STAFF Position Description |

**Instructions:** C*omplete this form for all staff positions. The form is also used to request a classification review of a currently filled position, or to update a position description with no review requested. After completion of the form, a signed copy should be given to the employee (if the position is filled), one copy forwarded to the Office of Human Resources (*[*hrclass-comp@csun.edu*](mailto:hrclass-comp@csun.edu)*), and the original electronic version maintained by the department.* [NOTE: This form is unlocked; you will need to **Ctrl + Click** to open links.]

**A. Action Requested**

Request a New position OR  Fill a Vacant position *(Must initiate through online recruitment)*  
 Initiate a Classification Review for a filled position

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| **Requestor:**  Employee OR  MPP Administrator | **Name:** Matthew Monroe |

Update an existing position description *(no review requested)*

New Employee/Appointment acknowledgment of the position description *(no review requested)*

*(Employee should be given full position description within one week of start date)*

**B. Current Information**

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| **Name of current incumbent:** *(if filled)* | | | | | | | | **Employee ID #:** 109831603 | |
| *Or if vacant*, *name of previous incumbent*: Matthew Froimovitz | | | | | | | | | |
| **Classification Title:** Public Affairs/ Communication Specialist | | | | **Job Code:** 0800 | | | **Grade:** 1 | **Position #:** 99740598 | |
| **Working Title:** *(optional*)  Sports Public Affairs/Communications Specialist | | | | | | [**FLSA**](https://www.csun.edu/sites/default/files/CSU-Staff-Job-Codes.pdf) **Status:** Nonexempt  *(See link to* [***CSU FLSA/Job Code List***](https://www.csun.edu/sites/default/files/CSU-Staff-Job-Codes.pdf)*)* | | | |
| **Department ID:** 10302 | **Sports Media Relations 8301** | | | | | | | | **Time Base:** 1.0 |
| **Lead** *(Staff lead, if applicable)*  **Name:** | | **Classification Title:** | | | **Working Title:** | | | | |
| **MPP Administrator/Department Chair** *(Reports To)*  **Name:** Matthew Monroe | | | **Working Title:**  Associate Athl Dir, Strategic Communication | | | | | | |

*Please attach an org chart, if requesting a reorganization (current and proposed) (See link to* [***Campus Org Chart***](https://www.csun.edu/hr/orgchart)*)*

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| **Is this a sensitive position as designated by the CSU?**  Yes  No *(See link to* [***Sensitive Positions Table***](http://www.csun.edu/sites/default/files/sensitive-positions-table1.pdf)) |

**C. Position Purpose** *(Hint: Complete Section D. first and then summarize position’s purpose; typically between 2 to 5 sentences)*

*Please briefly describe the primary function, nature, and scope of the position.*

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| Under general supervision, assists with implementing communication/marketing plans to cover CSUN Athletics NCAA Division I Sports Program for all media relations, statistics, and online and printed materials for external use. Assists with the onboarding, selection, and general oversight of essential gameday staff. Operates within the scope and intent of NCAA, Conference and University regulations. |

**D. Major Duties**

*Describe each major set of responsibilities assigned to this position (typically 4 to 7) listing them in order of importance. Indicate the approximate percentage (minimum of 5% for a given major duty, with the total equaling 100%) of time spent in each area of responsibility, estimated over a year timeframe. Miscellaneous or other duties as assigned should be 5%.*

*Indicate duties, which are “****essential functions****” by checking the Essential box in the right column (15% or greater to be considered essential).*

*The Americans with Disabilities Act (ADA) provides that there shall not be a barrier to employment for an otherwise qualified disabled individual who is able to perform the “****essential functions****”, which is intrinsic to the work.* ***A function may be essential because******1)*** *the position was established to perform the function;* ***2)*** *a limited number of employees are available to perform the function; and/or* ***3)*** *removing the function would fundamentally change the position.  (Example: A receptionist must be able to respond to in-person, telephone and electronic inquiries).*

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| **Description of Duties** | **% of Time Total = 100** | **Essential  (Minimum 15%)** |
| **Sport Communications** –   * Assists with implementing communication/marketing plans to help promote teams, coaches and student-athletes with an emphasis on a consistent and positive message * Assist with updating the Athletic Department website and carrying out social media strategies as determined by higher-level staff; assist with the coordination and preparation of preseason and postseason materials (as needed), event programs, news releases, feature stories, and promotional materials for distribution to press, radio, television and University community; maintains positive relationships with local, regional and national media outlets for overall promotion of assigned teams and CSUN Athletics. * Schedules preseason photo sessions, photographing the team, coaches, small groups, feature, and individual photos as assigned; responds to standard general information requests by local, national, opponents media and the University community for materials which come in daily by email, phone and/or social media. * Disseminates weekly news release from six to thirty pages to some 200 news outlets of local, regional, and national significance. * Sends to the general media and publishes on the Athletics website at least one news release prior to every event, home and away as approved. * Assist the Director of Social Media in maintaining an internet presence on such social platforms as Twitter, Facebook, Instagram, etc. which includes updating interested parties on game status, breaking team news and feature stories. * Assists with pitching stories for CSUN Athletics to existing media outlets as well as new media outlets and actively seek out alternative exposure and publicity opportunities for the assigned sports programs. * Gathers data for directors and team to assists with crisis management and damage control for negative stories. * Travels with team on a sport-by-sports basis or as assigned by the Associate AD/Sports Communications. | 60 |  |
| **Gameday Event Coordination/Hospitality Services:**   * Serves as host to visiting media and distributes media materials at home events. * Media services include providing gameday notes, programs, and an official NCAA box score and statistical packets as necessary. * Posts event emailing to opponents, media outlets, and wire services as appropriate for that given sport. * Be available to the media at least one hour prior to the official start time and conclude when all postgame duties are completed. * Set up and manages press row/press box area as well as postgame media interview area during home events. * Monitors area until all media have left the premises. Assists with coordinating the recruitment of and general oversight of all gameday personnel including public address announcers, scoreboard operators, official scorers, stat crews, etc. * Assists with scheduling/rsvp facilities for radio and television broadcasts when required. * Issues proper parking credentials to working media and gameday staff. * Provides supply information to Marketing and Promotions office for PA scripts as necessary. | 15 |  |
| **General Office**/**Record Keeping**:   * Maintains accurate record books including up-to-date records on all events and individual athletes as the current season progresses. * Maintains separate files on assigned sports, including season stats, box scores, conference releases, etc. * Maintains files of past athletic events, results, and statistics for those assigned sports/ * Maintains digital player and team photo files from the current and past seasons and disseminates as needed. | 15 |  |
| **HR Recruitment, Training, and General Lead work direction:**   * Assists in the recruitment and training of Sports Communications assistants and gameday workers for ll Matador home events., * Assists in training and general oversight of staff employees at home events. * Coordinates and maintains all pay forms for gameday, temporary, and part-time employees. | 5 |  |
| Performs other duties as assigned. | 5 |  |

**E. Physical and Cognitive Demands; and Environmental Conditions**

*Check the appropriate box for each of the following items that most accurately describes the minimum extent of the specific activity performed by this position. Based on a typical workweek.*

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| **PHYSICAL DEMANDS** | **Greater than**  **50%** | **Less than**  **50%** | **N/A** |  |  | **Greater than**  **50%** | **Less than**  **50%** | **N/A** |
| 1. Key Boarding and Mousing |  |  |  |  | 1. Lifting or Carrying |  |  |  |
| 1. Repetitive Motion of upper extremities |  |  |  |  | 1. Up to 10 lbs. |  |  |  |
| 1. Hearing |  |  |  |  | 1. Up to 25 lbs. |  |  |  |
| 1. Sight |  |  |  |  | 1. Up to 50 lbs. |  |  |  |
| 1. Sitting |  |  |  |  | 1. Over 50 lbs. |  |  |  |
| 1. Standing |  |  |  |  | 1. Pushing or Pulling |  |  |  |
| 1. Walking |  |  |  |  | 1. Up to 10 lbs. |  |  |  |
| 1. Bending *(from waist or neck)* |  |  |  |  | 1. Up to 25 lbs. |  |  |  |
| 1. Climbing *(Ladders, stairs or stools)* |  |  |  |  | 1. Up to 50 lbs. |  |  |  |
| 1. Stooping, Kneeling, or Squatting |  |  |  |  | 1. Over 50 lbs. |  |  |  |
| 1. Reaching |  |  |  |  |  |  |  |  |

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| **ENVIRONMENTAL CONDITIONS** | **Greater than**  **50%** | **Less than**  **50%** | **N/A** |
| 1. Inside *(Typical office environment)* |  |  |  |
| 2. Elevated Work *(Raised platform/scaffold)* |  |  |  |
| 1. Extreme Temperature *(hot or cold)* |  |  |  |
| 1. Outdoor |  |  |  |
| 1. Hazards |  |  |  |

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| **OTHER**  *Describe any additional demands/conditions or special circumstances (including special schedules) that are pertinent to the position.* |
| Occasional travel and evening and weekend work required. |

**F. Equipment** *List any special software and machines, tools, and equipment used on a regular basis.*

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| **Type** | **Purpose and Desired Results** |
| *Example A1) Lawn Mower Example B1) Microsoft Word* | *Example A2) Mowing grass Example B2) Create or update documents* |
| Adobe InDesign |  |
| Adobe Photoshop |  |
| Stat Crew | To keep and report statistics for games |
| Website Software | Update go matadors.com |

**G. Training and/or Licenses; and Additional Experience, Knowledge, Skills, and Abilities**

**(A). Training and/or Licenses:** *List required and preferred training, licenses or certifications. If a license is required for any position outside of the* [*CSU Professional License Table*](https://www.calstate.edu/hrpims/pims/Appendix/professional_license_table.htm)*, a justification must be provided in description.* ***\*****Any CSU/CSUN “Required” training will be provided after starting the appointment.*

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|  | **Required** | **Preferred** | **N/A** |
| **\***CSU Sexual Harassment Prevention / Title IX / Data Security Training *(Required for ALL employees)* |  |  |  |
| **\***CSUN Procurement Card (P-Card) Training |  |  |  |
| **\***CSUN [Defensive Driver Training](https://www.csun.edu/ehs/request-defensive-driving-powered-cart-training)  and Powered Cart/Low Speed Vehicle Safety Training (if appl) |  |  |  |
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| **(B). Additional Experience, Knowledge, Skills, and Abilities:***List additional knowledge, skills, abilities and unique experience. Human Resources will determine the minimum qualifications based on the CSU Classification Standards.* | | | |
| **Position Skill Level I** - Incumbents at this level typically perform standard and straight-forward assignments related to writing and editing communication pieces, public affairs, media relations, marketing and related research, and/or sports information. The focus of the work is on implementing communication and related plans using pre-established concepts and specifications. Incumbents also assist higher-level employees on a variety of communications/marketing projects. | | | |

**H. Lead or Oversight of Other Positions**   Yes  No (Please list below) *List positions (including Student Assistants and Volunteers) that incumbent will lead, oversee or provide direct or general work direction, if applicable. (Generally, non-MPP Staff may lead, oversee, coordinate, and provide input for hiring and evaluations to MPP Administrators. Management and supervision authority is held at the MPP Administrator level.):*

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| **Working Title** *(if applicable)* | **Classification Title** | **Position Number(s)** |
| General oversight of various Game Day Staff as assigned/needed  (i.e. Public address announcers, scoreboard operators, official scorers, stat crews) | Various | Varies |
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**I. Changes in Position**

*Summarize the changes (including minor updates, additions, and removals) that have been made to the position since it was last reviewed.*

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**J. Signatures** *(Print, sign and date below)*  **EMPLOYEE** (*Acknowledgement of reading and receiving a copy of this job description*)

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| **Employee:** | **Signature:** | **Date:** | **Extension:** |
| **LEADS / MPP ADMINISTRATORS** (*Acknowledgement that the information is accurate*) | | | |
| **Non-MPP Lead:** *(if applicable)* | **Signature:** | **Date:** | **Extension:** |
| **1st level MPP Administrator/Dept. Chair:** *(required)* | **Signature:** | **Date:** | **Extension:** |
| **2nd level MPP Administrator:** *(if applicable)* | **Signature:** | **Date:** | **Extension:** |
| **3rd level MPP Administrator:** *(if applicable)* | **Signature:** | **Date:** | **Extension:** |
| **4th level MPP Administrator:** *(if applicable)* | **Signature:** | **Date:** | **Extension:** |