Nipissing University

JOB DESCRIPTION

JOB TITLE: Sports Information & Game Day Coordinator

DEPARTMENT: Athletics

CLASSIFICATION: Coordinator B

WAGE GRADE: WG 60

EMPLOYMENT DEFINITION (STATUS): Full-time Support

SUPERVISOR: Director, Athletics

REVISED DATE: September 2025

SUMMARY OF FUNCTIONS:

Reporting to the Director, Athletics, the Sports Information & Game Day Coordinator is responsible for the planning, coordination, and execution of all athletic communications and varsity event operations. This role supports the promotion of Lakers Athletics through digital content, media relations, and game day experiences that engage the campus and broader community. The Coordinator will guide student staff and collaborate with coaches, student-athletes, and university departments to ensure a consistent and professional presentation of Nipissing's athletics programs.

The Sports Information & Game Day Coordinator plays a key role in delivering high-quality varsity events by overseeing all logistical aspects of home games in collaboration with the Manager, Intercollegiate Sports. This includes coordinating event setup and takedown, guiding student staff (e.g., announcers, scorekeepers, broadcasting, stats, and setup crew), and ensuring that each game is executed smoothly and provides an engaging experience for fans. The Coordinator is also responsible for capturing and reporting game statistics, scores, and highlights using the appropriate digital platforms in compliance with OUA and USPORTS standards. In addition, the role encompasses all traditional game day sports information duties, such as producing promotional materials, managing photography and video content, updating live scores, supporting live streaming, and preparing post-game summaries and recaps.

The Coordinator is also responsible for assisting with the day-to-day operations of the Robert J Surtees Athletics Centre, Education Centre Field, and the associated staff.

DUTIES & RESPONSIBILITIES:

Digital Content & Sports Information **(45%)**

- Develop and maintain the Lakers Athletics website and social media platforms with timely, engaging, and brand-consistent content
- Write and distribute media releases, game previews and recaps, athlete spotlights, and human-interest stories to promote varsity programs
- Maintain accurate and up-to-date statistics, rosters, and historical records for all varsity teams, ensuring compliance with OUA and U SPORTS standards
- Coordinate and execute photography and video content for promotional, archival, and in-game use, including media day coverage and highlight reels
- Design and produce digital and print marketing materials such as posters, game programs, and social media graphics using tools like Adobe Creative Suite
- Prepare and submit nominations for OUA and U SPORTS awards, ensuring deadlines and criteria are met

- Acts as a liaison between Nipissing University and other colleges and university athletic departments throughout Ontario
- Support the development and execution of a cohesive athletics brand strategy that reflects the values and identity of Lakers Athletics
- Create and distribute marketing materials for events, recruitment, and sponsorship initiatives, ensuring consistent visual identity
- Track engagement metrics across digital platforms and adjust content strategies based on performance data and audience feedback
- Collaborate with internal and external stakeholders to promote events and initiatives through targeted marketing campaigns

Game Day Operations **(30%)**

- Plan and manage all logistics for varsity home games, including facility setup, equipment preparation, and coordination with officials and visiting teams
- Recruit, train, and supervise student staff such as announcers, scorekeepers, setup crew, and live stream operators to ensure smooth event execution
- Oversee the execution of game day scripts, music, and in-game promotions to enhance the spectator experience and maintain a professional atmosphere
- Ensure accurate and timely recording of game scores, statistics, and highlights, and submit reports using appropriate digital platforms
- Coordinate live streaming of games, including camera setup, commentary, and technical troubleshooting to ensure high-quality broadcasts
- Develop and implement themed game day promotions and fan engagement strategies to increase attendance and school spirit

Media Relations **(10%)**

- Prepare and submit content to university publications and external media outlets
- Serve as the primary liaison with local and campus media, coordinating interviews, press releases, and media access at events
- Compile and report of all results to the media, OUA, and USPORTS
- Coordinate press conferences and media availability for coaches and student-athletes
- Collaborate with university communications and marketing teams to align messaging and maximize exposure for varsity programs

Administrative Support **(10%)**

- Assist with scheduling of varsity games, practices, and facility bookings in coordination with coaches and campus departments
- Maintain inventory of media and game day equipment, ensuring items are in working condition and available when needed
- Support the hiring, training, and supervision of part-time student staff, including onboarding and performance feedback
- Assist the Director by providing information concerning policies, procedures, priorities and financial information and clerical support

Intramural/Extramural Programs **(5%)**

- Collaborate with NUSAC to support planning and promotion of intramural programming and recreational events
- Promote participation in recreational sports through digital content and on-campus engagement initiatives

Any other duties as assigned.

QUALIFICATIONS:

Education: Two-year college diploma in Sports Marketing, Communications, Recreation Management or related field.

Training and/or experience may be substituted for formal academic training.

Training, Experience, Knowledge & Skills Required:

- Two to three years in sports information, event coordination, or digital content creation.
- Strong experience using: Microsoft Office Suite, Adobe Acrobat, Adobe Photoshop, Social media platforms
- Web platform databases (ie. Sidearm Sports)
- General Office Equipment
- First Aid and CPR
- Experience working with students
- Print material creation
- Photography experience an asset
- Excellent interpersonal, written, and oral communication skills.
- Intermediate to advance skill level with web platform database (Sidearm Sports/Presto Sports)
- Ability to be flexible and to adapt to unpredictable situations and challenges
- Ability to learn new software applications quickly and efficiently
- Knowledge of the sport offerings at Nipissing University and their rules/regulations
- Knowledge of OUA, USPORTS and CUFLA rules and regulations
- Excellent organization and time management skills
- Ability to deal courteously and effectively with all people

RELATIONSHIPS / CONTACTS:

Supervised by: Director, Athletics

Internal Contacts: Students, staff, faculty

External Contacts:

- Other Universities, Colleges, general public, User groups
- Interprovincial Athletic Associates (OUA, USports, CUFLA)
- Contractors, suppliers
- Patrons
- Media

MATERIALS UTILIZED:

- OUA and USPORTS Policy and Procedures manuals
- Camera/ Camcorder
- First Aid equipment and materials
- Recreation equipment (balls, weights, racquets, etc.)
- Standard office Equipment

PHYSICAL/MENTAL DEMANDS AND WORKING CONDITIONS:

- Light to moderate demands with occasional moderate to heavy exertion (a variety or mix of standing, walking, sitting, climbing, lifting, etc.)
- Some visual and mental concentration
- High use of technology
- Noise resultant from heavy traffic in the office (student, part-time staff, staff, student-athletes)
- Interruptions
- Depends on degree of temperature outside (field maintenance - summer)
- Potential travel due to varsity commitments (away games)
- Required to work varying days and hours, which would include evening and weekend work

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I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

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Employee Name (Please print)

_____ _____

Employee Name (Please sign) Date

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Approvals

_____ _____

Supervisor Date

_____ _____

Human Resources Date