

SPURS SPORTS & ENTERTAINMENT

POSITION: MEDIA SERVICES MANAGER

REPORTING RELATIONSHIP: REPORTS TO: Director of Media Services

CAPSULE POSITION DESCRIPTION:

Assist in the planning, coordination and execution of sports public relations efforts for the Spurs franchise. Develop and maintain outstanding relationships with all internal and external entities related to media, the community, and basketball operations. Be proactive in developing and maintaining the overall image of the Spurs franchise and Spurs Sports & Entertainment.

The incumbent in this position is expected to model the following practices on a daily basis: 1) Demonstrated alignment with the company's mission and core business values; 2) Collaboration with key internal/external resources and 3) Ongoing self development.

KEY RESPONSIBILITY AREAS:

- 1) Assist in sports public relations efforts. Including, but not limited to, facilitating interview requests, pitching story ideas, maintaining daily contact with media, writing press releases, planning press conferences and handling media at special events (i.e. community appearances).
- 2) Develop relationships, and outstanding lines of communication, with Spurs players, coaches and Spurs Sports & Entertainment staff members as well as with local and national media.
- 3) Manage media needs, media access, media sessions and individual interview requests at Spurs practices and games (home and road).
- 4) Provide fresh ideas on how to expand SS&E's media services efforts (with both traditional and new media). To work closely with the organization's corporate communications department on team and organizational PR efforts.
- 5) Assume leadership role in media services department when director of media services is out of the office (when traveling with the team, on vacation, etc.). Serve as a mentor to the department's coordinator and intern.
- 6) Develop strong lines of internal communication within the SS&E organization.
- 7) Contribute to the writing, editing, research and coordination of press releases as well as the team's media guide, yearbook, game program and Score magazine. Serve as primary editor for Spurs media guide and yearbook.
- 8) Responsible for managing and maintaining the Spurs photo library.
- 9) Responsible for managing and maintaining the Spurs clips library.
- 10) Assist director of media services as needed.

SS&E CORE COMPETENCIES:

The following personal attributes are considered essential requisites for effective performance of the holder of this position. All SS&E employees are expected to consistently develop and attain the following:

	COMPETENCY	ATTRIBUTES
ORGANIZATION	Think Critically/Act Strategically	<ul style="list-style-type: none"> • Able to anticipate future consequences and trends accurately. • Takes the time to look at and question conventional wisdom; doesn't accept much as a given.
	Decision-Making Skills	<ul style="list-style-type: none"> • Makes good decisions based upon a mixture of analysis, wisdom, experience and judgment. • Sets objectives and goals. • Uses rigorous logic and methods to solve difficult problems with effective solutions.
	Ability to Think Creatively	<ul style="list-style-type: none"> • Can make connections among previously unrelated notions.
	Change Agility	<ul style="list-style-type: none"> • Can effectively cope with change, can comfortably shift gears, decide and act without the total picture and handle risk and uncertainty.
OTHERS	Communication Agility	<ul style="list-style-type: none"> • Considers the audience; is articulate, can make the complex understandable; uses appropriate language to sell a view; fairly presents the views of others. • Steps up to conflicts, seeing them as opportunities • Can quickly find common ground to solve problems for the good of all. • Can represent own interests and yet be fair to other groups. • Is sensitive to how people and organization functions.
	Acceptance of Other's Differences	<ul style="list-style-type: none"> • Tries to understand the people and the data before making judgments and acting
	Develop Individuals	<ul style="list-style-type: none"> • Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit and/or the organization.
	Contributes to Team Performance	<ul style="list-style-type: none"> • Creates a climate in which people want to do their best
ONESELF	Self Awareness	<ul style="list-style-type: none"> • Knows personal strengths and weaknesses, opportunities and limits • Candid, knows what is good and lousy at, not afraid to admit it and compensate. • Comfortable with personal change, isn't paralyzed with mistakes, seeks feedback and moves on.
	Balancing Conflicting Demands	<ul style="list-style-type: none"> • Quickly zeros in on the critical few and puts the trivial many aside
	Learning Agility	<ul style="list-style-type: none"> • Picks up on the need to change personal, interpersonal and managerial behavior quickly • Is personally committed to and actively works to continuously improve

Minimum Qualifications:

- Bachelor's degree or equivalent direct job experience
- Minimum 5 years public relations experience in the sports industry preferred
- Ability to develop relationships
- Ability to meet deadlines in short, high-pressure situations
- Outstanding communication skills (both verbal and written)
- Strategic decision making abilities
- Strong computer skills
- Willingness to work nights, weekends and extended periods without days off

_____ Employee Signature	_____ DATE
_____ Department	_____ Manager PRINTED Name