Bemidji State University
invites applications for the position of:

Sports Media Officer

MAPE JOB POSTING

CLASSIFICATION: Information Officer 2 (PCN 01114780)

OPENING DATE: January 29, 2024

INTERNAL BID DEADLINE: Monday, February 5, 2024, at 4:30 p.m.

CLOSING DATE: Tuesday, February 20, 2024, at 11:59 p.m.

POSITION LOCATION: Athletics Department – Bemidji State University Campus

JOB TYPE/SCHEDULE: Non-Exempt / Temporary / Part-time

PAY RANGE: Depends on Qualifications; $24.20 - $35.13

BEMIDJI STATE UNIVERSITY (BSU) invites applicants to join our team as a Sports Media Officer. BSU’s vision is to educate people to lead inspired lives. To accomplish BSU’s vision, the University prioritizes creating a culture in which diversity is embraced and all people are safe, welcome, and validated. Centered between the three largest Tribal nations in Minnesota – Leech Lake, Red Lake and White Earth – BSU also prioritizes increasing engagement with American Indian communities to become a destination university.

Enrolling more than 4,000 students, BSU offers more than 70 undergraduate majors and nine graduate degrees encompassing arts, sciences and select professional programs. BSU is a member of the Minnesota State system of colleges and universities and has a faculty and staff of more than 550. BSU’s Shared Fundamental Values include civic engagement and leadership, international and multicultural understanding, belief in the power of the liberal arts, and environmental stewardship. BSU is located amid the lakes and forests of northern Minnesota and occupies a wooded campus along the shore of Lake Bemidji. BSU balances rigorous academia with the opportunity to enjoy a fun, robust, outdoor culture. The proximity to the lake and the surrounding north woods allows easy access to an assortment of recreation.

The Sports Media Officer will assist in all facets of operations and management of the Athletic Media Relations Office and the publicity of Bemidji State’s 15 collegiate athletic programs, including but not limited to creating and curating content for Bemidji State’s print, website, and social media outlets; providing work direction for student staff; responding to media requests; coordinating media interviews; advising coaches and student-athletes for media interviews and social media communications; compiling game and season-long individual and team statistics. The Sports Media Officer will be required to work weekends during the academic year, depending on sport program assignments and the schedule of events, with evening work on certain weekdays also required.

Responsibilities of the Sports Media Officer include:

- In charge of news releases, publications and printed material. Supervising and training student staff and intern positions. Identifying and assigning short and long-term projects to student staff. Fostering
positive interactions between department and media (local, regional, hometown and national). Cultivating story ideas to generate media coverage and social media interest. Assisting in maintenance and the development of content for BSUBeavers.com and the department’s various social media outlets. Generating pregame notes packages, game programs, etc. appropriate to coverage; monitor and contribute to the department’s various social media accounts to engage fans and followers. Assisting in the production of pre and post-game videos as well as marketing video projects. Assisting in the development and integration of graphic design, social media, and videography elements used to tell the story of events beyond text and aid in the marketing efforts of the departments, programs, coaches and student athletes. Assisting in the development and integration of contests, behind-the-scenes access, Q&As, trivia, contests and other tools of engagement. Creating graphics for various events for pre and postgame, special events and award graphics.

Percent of Time: 50%

- Game day assistance with the organization of statistical teams for department events. Compiling accurate statistics at events and distributing to media outlets, etc. Working with media to ensure those covering the events have all the information needed to shine the most positive and complete light on the department, its programs, coaches and student-athletes, through postgame interviews, game notes packages, rosters, pronunciation guides, etc. Updating social media with game day promotions and graphics, along with doing previews before the games each week.

Percent of Time: 40%

- Helping with award nominations. Assisting in the identification and nominations for a variety of athletic and academic awards the department’s administrators, programs, coaches and student-athletes are eligible for through NSIC, WCHA, CCHA, and a variety of organizations. Historical research and archiving: keeping accurate records of department programs, coaches and student-athlete accomplishments, photos, statistics. Assisting in the further development of the departments record books, rosters, award winners, etc.

Percent of Time: 10%

Minimum qualifications for this position include:

- Bachelor of Science in mass communication, journalism, public relations, sports management or a related field.
- One year experience within sports information, intercollegiate athletics, public relations, communication or electronic or in a print media setting.
- Exhibit strong written and interpersonal communication skills.
- Understand operations or a collegiate athletics department.
- Strong computer skills in desktop publishing, graphic design, video editing, statistical software and website maintenance (Macintosh experience preferred).
- Understand new media.
- Familiar with standards and practices of media relations.
- Familiar with NCAA legislation regarding publicity activities.

Preferred qualifications include:

- Demonstrated commitment to the principles of diversity, equity, inclusion, and anti-racism.

To facilitate the review, assessment, and evaluation process, please ensure that your application and/or resume clearly demonstrate fulfillment of these required and preferred qualifications.
Other considerations include:

- All applicants must be able to lawfully accept employment in the United States at the time of an offer of employment.
- Official transcript(s) must be provided to Human Resources upon hire.
- Employment for this position is covered by the collective bargaining agreement for the Minnesota Association of Professional Employees (MAPE), which can be found at https://mn.gov/mmb/employee-relations/labor-relations/labor/mape.jsp
- In accordance with the Minnesota State Colleges and Universities (MinnState) Vehicle Fleet Safety Program, faculty and staff driving on college/university business, who use a rental or state vehicle, shall be required to complete a vehicle Use Agreement form and conform to MinnState’s vehicle use criteria and consent to a motor vehicle records check.
- BSU is a tobacco free workplace (see policy).

TO APPLY:

Apply for Vacancy Posting 73370, on the Minnesota Management & Budget (MMB) website: http://mn.gov/mmb/careers/

If you are unable to apply online, please contact the job information line at 651.259.3637
For additional information about the application process, go to http://www.mn.gov/careers

**Internal Bid Process** - Open for Bids from eligible MAPE members from 1/29–2/5/2024. Any current employee interested in this position and eligible to bid should submit a Bid Application by 4:30 p.m. on Monday, February 5, 2024, to Mary Miller in the HR office at mary.miller@bemidjistate.edu. The bid form may also be found on the Human Resources website.

**Note:** Internal bid applications will be considered prior to filling the position via the public application process and, therefore, this posting may be closed due to contractual obligations.

**Inquiries about the position:**
Brittany Lauritsen, Athletic Director
Email: brittany.lauritsen@bemidjistate.edu

If you have general questions about this posting or submitting an application, please contact Mary Miller at mary.miller@bemidjistate.edu.

All employees must comply with department and institution procedures and policies, MnState policies and procedures, as well as local, state and federal laws, regulations, guidelines and business and industry standards.

*This description is intended to indicate the kinds of tasks and level of work difficulty required of the position. It is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar level of difficulty.*
UNIVERSITY / COMMUNITY
WHY BEMIDJI:

Bemidji State University is nestled among the pines along the shores of Lake Bemidji, just blocks from a thriving downtown community. In this Northwoods setting, students, staff, and faculty have a variety of activities at their fingertips. Possessing all the charm and character of a college town, Bemidji remains a tight-knit community of good neighbors and engaged citizens who always come out to cheer for the Beavers. While the city of Bemidji — named after the Ojibwe Chief Shaynowishkung (nicknamed Bemidji) — is home to a diverse population of more than 15,000 people, it serves a regional population of more than 100,000.

Though quaint and historic, the city offers the urban conveniences upon which college students rely. Bemidji State is conveniently located minutes away from affordable restaurants, cozy coffee shops, grocery stores, city parks and more. Small, locally owned shops and art sculptures line the streets of downtown Bemidji, while national chains can be found in and around the Bemidji area, including an uptown selection of department stores and restaurants. students at Bemidji State University have the opportunity to experience a dynamic local culture and history. Bemidji also sits at the center of the legends of Paul Bunyan and Babe the Blue Ox. The famous statues of Paul and Babe greet students as they drive in from the south along Lake Bemidji.

The thriving downtown community presents ample opportunities for engagement off-campus. Among other things, there are fine-dining restaurants, cafes, and a natural foods co-op in downtown Bemidji. The historic Paul Bunyan Playhouse has a calendar of classic shows; restaurants and lounges offer weekly live music performances; the First Friday Art Walk provides a tour of new monthly art exhibits; and annual events such as the Loop the Lake Festival, the Dragon Boat Festival, the Blue Ox Marathon, Bemidji Winterfest, and The Minnesota Finlandia bring the community together.

For those who love the outdoors, there are wooded, multi-use trail systems within minutes of campus and community parks with walking trails, playgrounds and a skate park. Lake Bemidji State Park and its miles of navigable trails is located directly across the lake from BSU, and the Buena Vista Ski Area — just 12 miles north of campus — offers downhill skiing and BSU-sponsored student transportation in the winter months. Further, the Mississippi River Headwaters is a mere 45 minutes from Bemidji.

For further information About BSU visit our website at http://www.bemidjistate.edu.

Review a "special report on how this former lumber town has rebuilt itself as a high-speed, regional center of enterprise" at Bemidji 2.0

Other Resources:
- Visit Bemidji – https://www.visitbemidji.com/
- Bemidji Area Chamber of Commerce – https://www.bemidji.org/

Statement of Notice

Bemidji State University prohibits discrimination and sexual violence of any kind. Contact the Title IX Coordinator if you have concerns regarding discrimination and/or sexual violence. Per Minnesota State System Procedure 1B.3.1, all universities and colleges must provide contact information of their Title IX Coordinator.

Job ID 73370

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