KNES 441/443/445 – PRACTICUM COURSE

Practicum Position Title: Sports Communications Assistant

# of Positions Available: 2

Industry/Company Description:

Dinos Athletics manages the operations of 22 varsity teams competing in 12 sports: basketball, cross country, field hockey, football, golf, hockey, soccer, swimming, tennis, track and field, volleyball, and wrestling.

The Sports Information Office is responsible for communicating the successes of our teams and athletes to internal and external stakeholders including the media, fans, students, and alumni through various distribution channels. These responsibilities include keeping statistics and school records, maintaining photo archives, as well as organizing media conferences, writing post-game reports, and updating the official Dinos website.

Location: Athletics Office – Kinesiology Complex A (KNA 150) – University of Calgary

Required Hours: 60-72 hours per term; 5-6 hours per week (hours must be evenly dispersed throughout the term)

Academic Session: Fall, Winter and Spring Terms

Project Duties/Responsibilities:

Primary media relations contact for one Dinos varsity team. Students will be required to:

- Write athlete profiles, game recaps, and other items for assigned team
- Organize and participate in media conferences
- Maintain statistics and records for assigned team
- Work with athletes and coaches on human-interest stories
- Creating and implementing communications plan(s) for assigned teams
- Organizational role for CIS Wrestling Championships

Required Student Qualifications:

- Significant interest in sports
- Proficiency in MS Office; Statistical software experience an asset
- Highly developed oral and written communication skills

On-Site Supervisor:

Contact Information

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