

Human Recourses Manual

Allison Jones

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Career Objective

Sports Marketing Professional Position

I am interested in a Sports Marketing position, where I can learn different marketing strategies through marketing, management, and leadership from fellow workers and situations that may come up.

Source #1 Retrieved from <http://www.loosen.com/5-examples-of-successful-career-objectives/>

To work in the field of Sports Marketing would give the experience and opportunity needed in becoming a professional Sports Marketer and advancing in the field.

Source #2 Retrieved from http://www.cvireland.ie/articles/instruction/career_objective.htm

Looking for a position in the sports marketing field where I can use my marketing skills I've learned to help professional athletes get the best for their career.

Source #3 Retrieved from <http://www.sampleresumeobjectives.org/sports-management-resume-objective.htm>

Career Professionalism

Organizations:

NASSM (National American Society for Sports Management)

- They offered many chances to go to conferences to learn new things for the sports world.
- This will benefit me because with being able to go to conferences I will be up to date with all the new ideas, rules, and facts to help in my career.

American Marketing Association

- This offers me ideas from other things besides sports, more for marketing as a whole.
- The benefits with this organization will be to get the general idea for marketing and then place sports into the ideas.

Conferences:

SEME (Sports-Events-Marketing Experience)

- The focus is to help students get into the Sports world.
- This would be great for people starting out for the first time, or trying to get their name out there. This would be perfect for college students to learn the ins and outs.

International Sports Management Conference

- The focus is for the world to come together and see how each place works their sports. See how they get people interested and market the sport.
- This would help if you wanted to work internationally in sports.

DECA

- The focus is to help in marketing, finances, hospitality in future careers you may have.
- Since my field is marketing, this will help you see other sides that go along with marketing and see how they all work together, very helpful in helping you with marketing whatever it may be.

Team's 12 Conference and Expo

- The focus is to learn the latest information on sports.
- You always need to be updated in the sports world, can only make you better in the sports world.

Journals:

- Team Marketing Report
- Street and Smith's Sports Business Daily
- Sports Business Dailey
- Sports Illustrated

Job Analysis

1. Public Relations Specialist

a) Require a 4 year Bachelor's Degree, some want a Master's Degree

b) 5 Major Job Task:

- Establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups
- Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.
- Arrange public appearances, lectures, contests, or exhibits for clients to increase product or service awareness or to promote goodwill
- Establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups
- Study the objectives, promotional policies, or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products, or services

c.) Styles: Adaptability/Flexibility — Job requires being open to change (positive or negative) and to considerable variety in the workplace.

Independence — Job requires developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done.

Self-Control — Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.

2. Agents and Business Managers of Artists, Performers, and Athletes

a) Four year Bachelor's Degree

b) 5 Major Job Task:

- Collect fees, commissions, or other payments, according to contract terms.
- Confer with clients to develop strategies for their careers, and to explain actions taken on their behalf.
- Develop contacts with individuals and organizations, and apply effective strategies and techniques to ensure their clients' success.
- Schedule promotional or performance engagements for clients.
- Negotiate with managers, promoters, union officials, and other persons regarding clients' contractual rights and obligations.

c.) Leadership — Job requires a willingness to lead, take charge, and offer opinions and direction.

Dependability — Job requires being reliable, responsible, and dependable, and fulfilling obligations

Stress Tolerance — Job requires accepting criticism and dealing calmly and effectively with high stress situations

3. Market Research Analysts and Marketing Specialists

a) Bachelor's Degree and Master's Degree if you want to move up in the Field.

b) 5 Major Task:

- Forecast and track marketing and sales trends, analyzing collected data.
- Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.
- Monitor industry statistics and follow trends in trade literature.
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.

c)

Analytical Thinking — Job requires analyzing information and using logic to address work-related issues and problems.

Attention to Detail — Job requires being careful about detail and thorough in completing work tasks

Dependability — Job requires being reliable, responsible, and dependable, and fulfilling obligations

Retrieve on February 29, 2012 from <http://www.onetonline.org/>

Person's name- Casey Taker

Contact Information- Tel: 615.948.5522

Company/Agency- AnyTakers Sports and Entertainment

Job Title- Owner and Management head

1. What is your typical day at work like? Well it depends on the day and if we have anything going on. If there is an event close or the day of it is very busy, lots of paper work and calls to make.

2. What skills should a person have in order to work in this field? Communication is key, you talk a lot in this field, so you should be comfortable with people. You also have to be personable and be able to talk to someone and present yourself.

3. What goals do you have for your company? To get my name out there more and get as much business as possible, it's hard to be a small business.

4. How do you want your work environment to be? I want it to be fun, I like to laugh and sports is causal so I like to get along with all my employees. But there is also a professional side to it, like when we are in front of clients and other businesses.

5. What do you look for in a future employee? Degree? I need someone who loves sports and entertainment, who loves people and is willing to work hard. College degree is a huge plus and having a degree in sports is perfect but internships is where it's at.

Job Description

- Job Title: Public Relation for NHL Hockey team
- Job Summary/Brief Description:

The position requires lots of work and willingness to promote and keep an open communication with the client at all times. Must make sure you are on task with everything and organized to make sure deadlines are done on time and done properly. The organization will be priority and be talked about in a positive way. The responsibility of PR is to get the public involved, so getting good attention for the organization is key.

- Essential tasks, duties, responsibilities required for the position:
- Direct contact with clients and fellow employees at all times
- One upping revival business, to reach out to others
- Opening up to the community to promote the item
- Taking apart in the development of the company and what it is promoting
- Organized workspace and system
- Manage all details of promotion
- Have up to date information to relay out to the public at all times
- Working environment/conditions (outdoors, standing, etc):
- Office work is involved
- Most out with media and team/Player
- Lots of Standing and Writing
- Quick thinking, thinking on your feet
- Minimum Qualifications (education, work experience, etc.):
- Bachelor's Degree
- Would like prior work with sports (Internship is included)
- Knowledge of sport the sport

- Must have great communication skills
- Personable
- Able to work flexible hours and days including holidays
- Valued but not required skills and experience:
- Thinking outside of the box
- Be positive
- Be able to work the computer, internet and word

Public Relations

National Information

- The Median wages for a Public Relations Specialist makes (2010) \$25.05 hourly, \$52,090.
This is a very good wage for the field and in a time of a recession is perfect.
- The 10th percentile is \$30,600.
- The 90th percentile is \$95,200.

State Information

- The highest wage you can have is \$73,200 a year and the lowest is \$21,600.
- It is very low compared to the national wage, this is due to the lack of sports or any other entertainment to promote in the state and it is a lot smaller state
- For this job the growth is a positive incline, +24% in the US.
- There over 13,000 in the US and in WV it is 50.

Retrieve on February 29,2012 from <http://www.onetonline.org/>

Local Information and Cost of Living

- Very nice considering that in some parts in West Virginia it is very cheap to live, so this is a normal salary in West Virginia.

- Eileen Koch & Company Inc. www.eileenkoch.com/
- Coyne PR <http://www.coynepr.com/sports/index.html>

Employee Professionalism

1. Responsibility- There should always be a positive influence in and around the workplace. If you are representing out company, you should only have positive things to say.
2. Responsibility- Person of the company must be very responsible to handle all deadlines, late nights, and working random hours to get the job done and in on time.
3. Ethical- You must be ethical in this field; you are working with many different types of people and groups, should be able to handle in a professional manner.
4. Ethical- To set good standards for fellow coworkers to learn and for others to carry out good ethics.
5. Organization- Need to be organized, having everything in the right place so it can be handled on time and in order.
6. Fairness- Be respectful to uniqueness.
7. Development- If you have knowledge you would like to share, do so in a professional manner and say what you think would help out the company and situation.
8. Actions- The way you act in front of fellow coworkers and clients should be the best of your ability and follow the company's rules and guidelines, in and outside of the office at all times when you are on the job.
9. Work Ethic- Hard working individuals that are dedicated to the company will succeed and better the company.
10. Dress- Dress code is in forced at all times, professional attire in and out of the office See Dress code standards for more information.

Questions to ask during an interview

1. Tell me some of your strengths that you think will help you in this field.
2. How do you prioritize projects and tasks when you have deadlines and many projects to do?
3. What skills have you acquired from internships and/or past jobs?
4. How flexible are you or how could you be?
5. How would you describe your leadership skills?

Retrieve on 3-6-2012 from <http://sportsprblog.com/blog/2009/08/06/50-frequently-asked-interview-questions/>

Volunteer

Task:

- Organize activities
- Help sign the participates in for activities
- Be able to coordinate with the all employees

Job Description

This job will be to help assist in activities at the Parks and Recreation Activities Group, to get the experience of planning events and working with people in the community. You will receive the knowledge for businesses and how they work.

Title: Assistant to the Coordinator for Activities for the Parks and Recreation Activities Group

Objective: To have input activates during the week and weekend for the groups to participate in and to get everyone active and enjoy their time.

Qualifications: Works well with all age, sex, race, and gender, willing to work weekends, enjoys being active, organized, works well with others, communication, CPR/First Aid certified

Responsibilities: Organize up to 2 activities per week, keep organized of all information, sign people in and be organized with information

Training: Well be helped once a week for four weeks, total of 10 of training

Benefits: Experience, free parking, free lunches

Reward and Recognition Policy

To recognize the staff whose performance met or exceeded the Parks and Recreation Activities Group's expectations and furthered the organization.

- Work well with others in different settings
- Able to work well with the all employees
- Followed all codes and rules
- On time and ready to work

- Organized with all information and paperwork

Rewards:

- Gift certificates
- Meals
- Plaques
- Volunteer hours/ internship hours
- Could lead to future jobs with the organization

Retrieved on 4-17-2012 from

http://www.mq.edu.au/policy/docs/reward_recognition/policy.pdf

Hiring/ Selection

Portfolio

- Resume

- a) Helps you get to know the person and what he or she has done in other places
- b) Would want to see pass work history, and talk to old coworkers to get a feel for the person and how they work.

- Basic Skills

- a) What the person exceeds in, helps you to understand if they would fit in the work environment
- b) Communication skill is key, professionalism, organization and ability to work in this field. Examples could be power points, samples of writing or work related to the field, etc.

- Thinking Skills

- a) Thinking outside or the box and in stressful situations, how one may deal with it
- b) Web sites created a program from an event you helped plan, a list of conferences and workshops you have attended and a description of each all see are all examples of what a person may have to do.

- Qualities

- a) What this person can bring to a company and how they can help
- b) Being responsible, Having self-confidence, Possessing appropriate social skills, Being honest, Demonstrating adaptability and flexibility, Being a team player, Possessing a positive work attitude, Demonstrating good time management what a Public Relations or someone working in sports marketing looks for in a worker.

Retrieve on March 6, 2012 from <http://get2work.borderlink.org/page.php?book=yp>

Evaluation

COMPANY NAME

Employee Performance Review

| EMPLOYEE INFORMATION | |
|----------------------|-------------|
| Name | Employee ID |
| Job Title | Date |
| Department | Manager |
| Review Period | to |

| RATINGS | 1 = Poor | 2 = Fair | 3 = Satisfactory | 4 = Good | 5 = Excellent |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Job Knowledge | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Comments</i> | | | | | |
| Work Quality | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Comments</i> | | | | | |
| Attendance/Punctuality | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Comments</i> | | | | | |
| Initiative | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Comments</i> | | | | | |
| Communication/Listening Skills | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Comments</i> | | | | | |
| Dependability | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Comments</i> | | | | | |
| Overall Rating (average the rating numbers above) | | | | | |

| EVALUATION |
|--|
| ADDITIONAL COMMENTS |
| GOALS (as agreed upon by employee and manager) |

Please answer all questions to the best of your ability:

1. What would you change to help improve the work area: _____

| EMPLOYEE INFORMATION | |
|----------------------|-------------|
| Name | Employee ID |
| Job Title | Date |
| Department | Manager |
| Review Period | to |

2. What have you done to make the job better: _____

3. What do you enjoy about the job: _____

Retrieve on April 2, 2012 from <http://office.microsoft.com/en-us/templates/results.aspx?qu=performance+evaluations&ex=1&ck=1&av=all#ai:TC006088952>

I picked this evaluation from the internet because I saw this as a good overall performance evaluation to use for mid-year review. I believe it is more important to have two, evaluations throughout the year to see how your employees are doing and see what you need to change or get rid of.

The first part is very easy to understand on a scale of 1-5 how you see people in the different areas of work. You are also able to comment and let the people know information about the good things you have done. I made this for mid-year and the three simple questions to see and make improvements. There is also a section about additional comments and goals so you are able to express what you want to say. I also added a question you would never see on one, question 3 about what you enjoy; it

sees what the person enjoys because you want your employees to be happy, the happier they are the better the work will be.