
Auburn University Job Description

Job Title:	Asst AD, Ath Media Relations	Level I	Grade 36 \$59,700 - \$99,600
Job Code:	BA01	Level II	Grade 37 \$68,700 - \$114,500
FLSA status:	Exempt		

Job Summary

Directs the overall Athletic Department public relations plan.

Essential Functions

1. Formulates, implements, initiates, plans, and carries out policies and procedures concerning the Athletics Department public relations and sports information.
2. Carries out media relations in crisis-management situations.
3. Carries out media relations efforts for Head Football Coach.
4. Performs quality control analysis of media relation efforts for Athletic Department.
5. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

Supervisory Responsibility

Supervises others with full supervisory responsibility.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under general supervision, performs duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.	Knows and applies fundamental concepts, practices, and procedures of particular field of specialization.	Bachelor's degree in discipline appropriate to position plus 5 years of experience.
II	Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to staff and coaches.	Knows and applies advanced concepts, practices, and procedures of particular field of specialization, with awareness of related fields	Bachelor's degree in discipline appropriate to position plus 7 years of experience. Experience must include 2 years of experience at the preceding level or equivalent.

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

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Minimum Required Education and Experience

- Level I** Bachelor's degree in discipline appropriate to position plus 5 years of experience.
- Level II** Bachelor's degree in discipline appropriate to position plus 7 years of experience. Experience must include 2 years of experience at the preceding level or equivalent.

Focus of Education

Degree in Public Relations, Communications, Journalism or related field

Focus of Experience

Experience in the coordination and/or direction of public relations and/or communications services

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Certification or Licensure Requirements:

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, walking, reaching, talking, hearing, handling objects with hands,

Job occasionally requires sitting, stooping/kneeling/crouching/crawling, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 11/8/2011
