
Auburn University Job Description

Job Title: **Assoc Dir, Ath Media Relations**

Job Family: No Family

Job Code: **BA02**

Grade 32: \$34,300 - \$57,300

FLSA status: Exempt

Job Summary

Assists in the oversight of media and public relations, and sports information functions within the Athletic Department.

Essential Functions

1. Assists in directing publicity operations to include (but not limited to) issuing press releases, arranging and conducting teleconferences with coaches, and arranging interviews for players and coaches with media.
2. Coordinates game-day operations to include the issuing of press credentials, preparing game notes, supervising the official stat crew and student assistants, and arranging post game reports.
3. Maintains historical files and records for athletic activities/personalities.
4. Travels with team to act as press liaison.
5. Researches, compiles, writes, and designs promotional/informational brochures, articles, pamphlets, etc.
6. May assist with coordination and/or promotion of special events.
7. Updates and maintains the athletic department's official website.

Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

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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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Public Relations, Communications, Journalism or related field
Experience (yrs.)	5	Experience in public relations, media 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.

Minimum Required Knowledge

Knowledge of media, media relations concepts and principles, print and electronic media outlets, accurate writing skills.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

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 walking, sitting, talking, hearing, handling objects with hands,

Job occasionally requires standing, reaching, and lifting up to 25 pounds.

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

Date: 8/17/2009
