
Auburn University Job Description

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

Job Family: No Family

Job Code: **BA03**

Grade 31: \$30,700 - \$51,100

FLSA status: Exempt

Job Summary

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

Essential Functions

1. Researches, compiles, writes, and designs promotional/informational brochures, articles, pamphlets, etc.
2. 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.
3. Assists in game day operation of athletic events.
4. Maintains various records to include (but not limited to) athletes, coaches, sports, mailing lists, media contact information, and programs.
5. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

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.)	4	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:

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

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: 11/10/2010
