
Auburn University Job Description

Job Title: **Dir, Athletics Media Relations**

Job Family: No Family

Job Code: **BA08**

Grade 34: \$45,100 - \$75,100

FLSA status: Exempt

Job Summary

Oversees media relations, public relations, and sports information functions within the Athletics Department as assigned by the Assistant Athletics Director, Media Relations.

Essential Functions

1. Initiates and maintains appropriate contact with local, regional, and national news media representatives.
2. Carries out public relations efforts for Auburn football program, men's basketball, and other assigned sports programs.
3. Oversees the publication and preparation of media guides, programs, releases, and materials regarding sports
4. Provides information for promotion and distribution to the media.
5. Serves as liaison to teams and media for interviews and other media opportunities to include maintaining relationships with national media.
6. Maintains records including statistics and historical files.
7. Acts in the role of Assistant Athletic Director, Media Relations in his/her absence.
8. 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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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Management, Business Administration, Journalism or related field
Experience (yrs.)	6	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 Southeastern Conference (SEC) and National Collegiate Athletic Association (NCAA) rules and regulations as it related to media, print and electronic media outlets, and promotional practices.

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 standing, walking, sitting, reaching, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 100 pounds.

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

Date: 7/6/2012
