
Auburn University Job Description

Job Title:	Dir, Athletics Marketing	Job Family:	No Family
Job Code:	BA13	Grade 34:	\$44,300 - \$73,700
FLSA status:	Exempt		

Job Summary

Oversees a comprehensive marketing program for the Athletics Department to including developing management plans, advancing development efforts, and enhancing the Athletics Department's image.

Essential Functions

1. Builds a strong market presence for the Athletics Department through strategic market planning, market research, and analytic and promotion management.
2. Creates and executes marketing communications, branding, and identity plans and programs.
3. Leads marketing staff to successfully plan and implement projects.
4. Reviews, implements, manages, and enhances marketing programs to include exhibits, advertising, direct mail, website, community relations, tactical promotions, brochures, fact sheets, and other programs, products and campaigns.
5. Ensures implementation of strategies designed to support the marketing plans.
6. Evaluates performance of processes, programs, plans, and distributes channels.
7. Conducts market analyses to determine ways of promoting Auburn's Athletics programs.
8. Coordinates and plans promotional activities designed to enhance the image of and interest in the Athletic Department.
9. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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 Marketing, Management, Business Administration, or related field
Experience (yrs.)	7	Experience in marketing, preferably related to a sports program

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 they relate to media, marketing concepts and principles, and electronic and print media outlets.

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

Job occasionally requires standing, walking, sitting, stooping/kneeling/crouching/crawling,

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

Date: 11/10/2010
