
Auburn University Job Description

Job Title:	Asst AD, Comm &Marketing	Level I	Grade 36 \$58,500 - \$97,600
Job Code:	BA26*	Level II	Grade 37 \$67,300 - \$112,100
FLSA status:	Exempt		

Job Summary

Directs the all marketing and communications for Auburn University Athletics Department.

Essential Functions

1. Oversees and approves marketing and communications activities for the Athletics Department.
2. Develops the operating budget for marketing and communications activities to promote Auburn Athletics.
3. Approves and oversees marketing activities for event promotions for all sports.
4. Develops and oversees community and campus relations and outreach activities.
5. Evaluates and negotiates contracts related to the marketing of Auburn Athletics to maximize all aspects of media-rights partnerships.
6. Evaluates, negotiates, and manages concessions, apparel, and equipment contracts.
7. Develops and oversees department branding initiatives.
8. Develops Athletics public relations plan that focuses on local, regional, and national exposure opportunities.
9. Develops long term communications plan to insure continuous improvement in efforts to deliver the Athletics Department's message.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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.

Auburn University Job Description

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.	Bachelors 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	Bachelors 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.

Auburn University Job Description

Minimum Required Education and Experience

Level I Bachelors degree in discipline appropriate to position plus 5 years of experience.

Level II Bachelors 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, Marketing, Journalism or related field

Focus of Experience

Experience in marketing and communications services, preferably related to a sports program

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 various marketing and communication theories, concepts, techniques, mediums, and strategies. Ability to write for various audiences and in various formats.

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.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

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

Job occasionally requires walking, and lifting up to 25 pounds.

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

Date: 2/26/2009
