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## Auburn University Job Description

Job Title: **Sr Assoc AD, External Affairs**  
Job Code: **BA44**  
FLSA status: Exempt

Job Family: No Family  
Grade 40: \$104,500 - \$174,200

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### Job Summary

Directs and has primary responsibility for the marketing and communications functions for Auburn University Athletics Department.

### Essential Functions

1. Directs, oversees and approves marketing and communications activities for the Athletics Department.
2. Develops, monitors, and authorizes the operating budget for marketing and communications activities to promote Auburn Athletics.
3. Directs and oversees marketing activities for event promotions for all sports.
4. Develops and oversees community and campus relations and outreach activities.
5. Evaluates, negotiates, and recommends 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; develops and oversees department branding initiatives.
7. Develops Athletics public relations plan that focuses on local, regional, and national exposure opportunities.
8. Develops long term communications plans to insure continuous improvement in efforts to deliver the Athletics Department's message.
9. Acts as liaison between the Athletics Department and various campus organizations and outside vendors.
10. Develops and maintains relationships with corporate sponsors and manages all sponsor-related activities for the Athletics Department.

### 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>
<b>Education</b>	Four-year college degree	Degree in Public Relations, Communications, Marketing, Journalism or related field
<b>Experience (yrs.)</b>	8	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.

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### 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.

Date: 11/11/2010

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