Auburn University Job Description

Job Title: Asst AD, Ath Dig Media&Pub Level I Grade 36 $59,700 - $99,600
Job Code: BA57 Level II Grade 37 $68,700 - $114,500
FLSA status: Exempt

Job Summary
Manages all aspects of digital communications for the Athletic Department and provides strategic planning and implementation designed to improve the use, results, and impact of digital communications.

Essential Functions
1. Performs graphic design services related to the official Auburn Athletics website, mobile applications, and various social media platforms.
2. Generates original content for all Auburn Athletics digital media platforms.
3. Shoots and edits video and photographic content for distribution through all digital media platforms.
4. Serves as liaison with corporate partners to develop and fulfill digital campaigns on digital media platforms.
5. Develops comprehensive publicity plans for Auburn Athletics special events through digital media platforms.
6. Develops and implements strategic plans designed to improve the use, results, and impact of digital communication efforts.

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.
# Auburn University Job Description

## Job Family Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Responsibility</th>
<th>Knowledge</th>
<th>Education and Experience*</th>
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<tbody>
<tr>
<td><strong>I</strong></td>
<td>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.</td>
<td>Knows and applies fundamental concepts, practices, and procedures of particular field of specialization.</td>
<td>Bachelors degree in discipline appropriate to position plus 5 years of experience.</td>
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<td><strong>II</strong></td>
<td>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.</td>
<td>Knows and applies advanced concepts, practices, and procedures of particular field of specialization, with awareness of related fields</td>
<td>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.</td>
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* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.
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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  Focus of Experience
Degree in Graphic Design, Website Design, Industrial Design, Communications, Marketing, or related field
Experience in digital media operations

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

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.

Externally imposed deadlines; set or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires sitting, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, and lifting up to 50 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date:  1/25/2013