
Auburn University Job Description

Job Title: **Assoc AD, Communications**

Job Family: No Family

Job Code: **BA84**

Grade 40: \$104,500 - \$174,200

FLSA status: Exempt

Job Summary

The Assoc AD, Communications oversees all aspects of communication for Auburn Athletics, specifically sports information to the general public, and the department's communication strategy in general. This position develops, directs, and manages the department's communication strategy, working in tandem with the marketing and branding team, as well as head coaches and administration.

Essential Functions

1. Develops, implements, and oversees short- and long-term communication strategies designed to positively position the Athletics department to the public and enhance overall campus support of Athletics.
2. Coordinates and assists with communications strategy for the Director of Athletics, including but not limited to, serving as a liaison with all media requests.
3. Serves as the communications liaison for the Athletics Department in an effort to ensure a consistent and positive image.
4. Provides oversight to the communications/media relations staff, managing the department within the framework of a balanced budget. Provides management, guidance, training and evaluation to department staff.
5. Oversees staff that are responsible for maintenance and written content for the Athletics Department website, ensuring compliance with departmental and University web policies, as well as the accuracy of the data posted.
6. Develops and implements short- and long-term strategic media relations plans for Athletic events. Assumes responsibility for the dissemination of information regarding all Division I sports programs.
7. Designs, edits, produces, and distributes sports information through media guides, game programs, and other appropriate publications. Identifies and utilizes multiple platforms of communication to promote University sports programs including, but not limited to, press releases, social media, internet sites, computer transmissions, mailings, and personal contacts.
8. Ensures the facilitation of game day coverage including, but not limited to, producing game notes and/or programs, servicing the on-site media, compiling statistics and reporting results to the appropriate media outlets.
9. Establishes, cultivates and maintains effective working relationships with members of the media to generate stories that highlight the significant achievements of the Athletics and its programs/students. Serves as an information contact to the Southeastern Conference, NCAA, and other collegiate communications offices.
10. Works closely with the Office of Marketing and Communication to ensure consistent use of University identity/brand identity.

Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training,

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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 Communication, Journalism, or Media Broadcasting.
Experience (yrs.)	8	Experience in Sports Information / Media / Communications for collegiate or professional sports organization at a manager or higher level.

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

Must possess strong verbal and written communication skills, preferably sports journalism and/or communications/mass media. Must have strong written skills; knowledge of news production - both written and broadcast media; strategic social media marketing and information experience.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

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 standing, walking, sitting, reaching, talking, hearing, handling objects with hands,

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

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

Date: 12/13/2018
