Auburn University Job Description

Job Title: Spec, Ath Media Relations
Job Code: BB25
FLSA status: Exempt

Essential Functions

1. Assists in directing publicity operations to include, but not limited to, issuing press releases, arranging and conducting teleconferences with coaches, and arranging interviews for players and coaches with media.
2. Coordinates game-day operations to include the issuing of press credentials, preparing game notes, supervising the official stat crew and student assistants, and arranging post-game reports.
3. Maintains historical files and records for athletic activities/personalities.
4. Travels with teams to act as press liaison.
5. Researches, compiles, writes, and designs promotional/informational brochures, articles, pamphlets, etc.
6. May assist with coordination and/or promotion of special events.
7. Updates and maintains the athletic department's official website.
8. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

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>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Under immediate supervision, performs standard tasks using established methods, principles, concepts and procedures related to a specialized field. Judgments are made on routine matters of relatively small impact.</td>
<td>Knows fundamental concepts, practices and procedures of particular field of specialization.</td>
<td>Bachelors degree in discipline appropriate to position with no experience.</td>
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<tr>
<td>II</td>
<td>Under close supervision, performs varied 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, with awareness of related fields.</td>
<td>Bachelors degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.</td>
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<td>III</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 managers or faculty.</td>
<td>Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. Also possesses knowledge of related fields and areas of operation which affect, or are affected by, own area.</td>
<td>Bachelors degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years 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.
**Auburn University Job Description**

### Minimum Required Education and Experience

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<thead>
<tr>
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<th>Education</th>
<th>Experience</th>
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</thead>
<tbody>
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<td>Level I</td>
<td>Bachelors degree in discipline appropriate to position with no experience.</td>
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</tr>
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</tbody>
</table>

**Focus of Education**
- Degree in Public Relations, Communications, Journalism, or related field

**Focus of Experience**
- Experience in public relations, media relations, and/or communications services

**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 media, media relations concepts and principles, print and electronic media outlets, accurate writing skills.

**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 walking, sitting, talking, hearing, handling objects with hands.

Job occasionally requires standing, reaching, and lifting up to 25 pounds.

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

Date: 7/6/2012