
Auburn University Job Description

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| Job Title: | Spec, Ath Media Relations | Level I | Grade 31 \$31,300 - \$52,100 |
| Job Code: | BB25 | Level II | Grade 32 \$35,000 - \$58,400 |
| FLSA status: | Exempt | Level III | Grade 33 \$39,300 - \$65,500 |
| | | Level IV | Grade 35 \$51,900 - \$86,400 |

Job Summary

Assists in the oversight of media and public relations and sports information functions within the Athletic Department.

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.

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Job Family Levels

| Level | Responsibility | Knowledge | Education and Experience* |
|-------|--|---|---|
| I | 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. | Knows fundamental concepts, practices and procedures of particular field of specialization. | Bachelor's degree in discipline appropriate to position with no experience. |
| II | 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. | Knows and applies fundamental concepts, practices, and procedures of particular field of specialization, with awareness of related fields. | Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent. |
| III | 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. | 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. | Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent. |
| IV | Under general guidance, plans, conducts and leads complex assignments and areas of functional responsibility. Acting with substantial latitude for unreviewed action, applies broad subject matter expertise to solution of significant issues or development of new programs, services, processes or other initiatives to meet the University's goals in a specific area. Recommends changes in procedures or policies, and leads change initiatives to completion, often persuading or coordinating work of others outside own department. | Possesses and applies comprehensive knowledge of a particular field of specialization to the completion of complex assignments. Also possesses strong knowledge of related fields, processes, policies or areas of operation which affect, or are affected by, own area. | Bachelor's degree in discipline appropriate to position plus 6 years experience. Experience must include at least 2 years 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.

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Minimum Required Education and Experience

- Level I** Bachelor's degree in discipline appropriate to position with no experience.
- Level II** Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level III** Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level IV** Bachelor's degree in discipline appropriate to position plus 6 years experience. Experience must include at least 2 years at the preceding level or equivalent.

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

See Job Family Levels

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: 7/31/2019
