
Auburn University Job Description

Job Title:	Spec, Ath Digitl Media&Pub	Level I	Grade 31 \$31,300 - \$52,100
Job Code:	BB35	Level II	Grade 32 \$35,000 - \$58,400
FLSA status:	Exempt	Level III	Grade 33 \$39,300 - \$65,500

Job Summary

Oversees 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. Maintains and implements strategic plans designed to improve the use, results, and impact of digital communications efforts.
3. Acts as the innovation strategic leader, looking for new ways to use digital technology to enhance the Auburn branding initiatives.
4. Develops comprehensive publicity plans for Auburn Athletics special events through digital media platforms.
5. Serves as liaison with corporate partners to develop and fulfill digital campaigns on digital media platforms.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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.

* 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.

Focus of Education

Degree in Graphic Design, Website Design, Industrial Design, Communications, Marketing, or related field

Focus of Experience

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.

Certification or Licensure Requirements:

None Required.

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 sitting, reaching, climbing or balancing, talking, handling objects with hands, .

Job occasionally requires standing, walking, stooping/kneeling/crouching/crawling, hearing, and lifting up to 10 pounds.

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

Date: 6/1/2015
