
Auburn University Job Description

Job Title: **Mgr, Creative Services Athletics**

Job Family: No Family

Job Code: **BB37**

Grade 34: \$45,100 - \$75,100

FLSA status: Exempt

Job Summary

Responsible for creating, managing, and maintaining the brand of Auburn University Athletic Department by overseeing the production of departmental publications related to individual sports.

Essential Functions

1. Manages the graphic design and production of all athletic departmental publications, including, but not limited to, posters, schedule cards, coaches' clinics and camp brochures, media guide covers, and game program covers.
2. Designs, implements, and manages the marketing strategy and calendar for athletic recruiting including but not limited to, mailers, social media, info graphics, itineraries, and nametags.
3. Develops and supervises the preparations and distribution of all creative materials including but not limited to digital, web, print, video, social media, and outdoor materials.
4. Reviews all created print and electronic materials, ensuring consistency of brand messaging.
5. Assists with overarching sports marketing, communication, and public relations campaigns.
6. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
7. May perform other job related duties as assigned.

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.

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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 Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or relevant.
Experience (yrs.)	3	Experience in graphic design, messaging and branding. Experience with managing written and visual content for a variety of platforms, layout design and typography.

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

Knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), new media, social media, and networking.

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, and lifting up to 10 pounds.

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 100 pounds.

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

Date: 3/23/2017
