Auburn University Job Description

Job Title: Rep, University Media  
Job Code: OC19*  
FLSA status: Exempt

Job Summary
Serves as University spokesperson and oversees media relations and protects the image of the University.

Essential Functions

1. Writes and disseminates press releases locally, regionally, and nationally both proactively and responsively.
2. Identifies and assists others in identifying messages or stories that can be adapted for public dissemination.
3. Develops strategies and coordinates with others to respond to media inquiries in order to promote a positive university image.
4. Edits news releases and communications for dissemination to ensure consistency and accuracy of messages.
5. Incorporates integrated communications concepts that support the marketing strategies of the University.
6. Assists others with University media relations issues such as crafting messages and general guidelines for interacting with media.

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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Minimum Required Education and Experience

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<tr>
<th>Education</th>
<th>Minimum</th>
<th>Focus of Education/Experience</th>
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<tbody>
<tr>
<td>Degree</td>
<td>Four-year college degree</td>
<td>Degree in Journalism, Communications, Marketing or related field</td>
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Experience (yrs.) 5
Experience in news media and/or public relations

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 communication theories, concepts, and techniques and various writing styles and formats as it relates to media relations.

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

Job occasionally requires standing, walking, reaching, stooping/kneeling/crouching/crawling, .

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

Date: 1/5/2012