

## JOB INFORMATION

|                                                          |                                        |
|----------------------------------------------------------|----------------------------------------|
| Job Code                                                 | BB35B                                  |
| Job Description Title                                    | Spec II, Ath Digitl Media&Pub          |
| Pay Grade                                                | MC07                                   |
| Range Minimum                                            | \$44,710                               |
| 33rd %                                                   | \$52,160                               |
| Range Midpoint                                           | \$55,890                               |
| 67th %                                                   | \$59,610                               |
| Range Maximum                                            | \$67,060                               |
| Exemption Status                                         | Exempt                                 |
| Organizational use restricted to the following divisions | 130 Director Intercollegiate Athletics |
| Approved Date:                                           | 1/1/1900 12:00:00 AM                   |
| Legacy Date Last Edited                                  | 6/1/2015                               |

## JOB FAMILY AND FUNCTION

|               |                                         |
|---------------|-----------------------------------------|
| Job Family:   | Marketing, Communications, & Multimedia |
| Job Function: | Multimedia                              |

## 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.

## RESPONSIBILITIES

- Performs graphic design services related to the official Auburn Athletics website, mobile applications, and various social media platforms.
- Maintains and implements strategic plans designed to improve the use, results, and impact of digital communications efforts.
- Acts as the innovation strategic leader, looking for new ways to use digital technology to enhance the Auburn branding initiatives.
- Develops comprehensive publicity plans for Auburn Athletics special events through digital media platforms.
- Serves as liaison with corporate partners to develop and fulfill digital campaigns on digital media platforms.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

## SUPERVISORY RESPONSIBILITIES

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

## MINIMUM QUALIFICATIONS

**To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.**

## MINIMUM EDUCATION & EXPERIENCE

| Education Level   | Focus of Education                                                                                       |     | Years of Experience | Focus of Experience                    |  |
|-------------------|----------------------------------------------------------------------------------------------------------|-----|---------------------|----------------------------------------|--|
| Bachelor's Degree | Degree in Graphic Design, Website Design, Industrial Design, Communications, Marketing, or related field | and | 2 years of          | Experience in digital media operations |  |

Substitutions Allowed for Experience

Yes

*Substitution 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 LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired |  |
|-------------------------|--------------------------------|------------|------------------|--|
| None Required.          |                                |            |                  |  |

## PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

## PHYSICAL DEMANDS

| Physical Demand               | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|--------|
| Standing                      |       |        | X            |            |            |        |
| Walking                       |       |        | X            |            |            |        |
| Sitting                       |       |        |              | X          |            |        |
| Lifting                       | X     |        |              |            |            |        |
| Climbing                      |       |        |              | X          |            |        |
| Stooping/ Kneeling/ Crouching |       |        | X            |            |            |        |
| Reaching                      |       |        |              | X          |            |        |
| Talking                       |       |        |              | X          |            |        |
| Hearing                       |       |        | X            |            |            |        |
| Repetitive Motions            |       |        |              | X          |            |        |
| Eye/Hand/Foot Coordination    |       |        |              | X          |            |        |

## WORKING ENVIRONMENT

| Working Condition      | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Extreme cold           |       |        | X            |            |            |
| Extreme heat           |       |        | X            |            |            |
| Humidity               |       |        | X            |            |            |
| Wet                    |       |        | X            |            |            |
| Noise                  |       |        | X            |            |            |
| Hazards                |       |        | X            |            |            |
| Temperature Change     |       |        | X            |            |            |
| Atmospheric Conditions |       |        | X            |            |            |
| Vibration              |       |        | X            |            |            |

**Vision Requirements:**

Ability to see information in print and/or electronically.