
Auburn University Job Description

Job Title: **Spec, Strat Comm Ath**

Job Family: No Family

Job Code: **BA11**

Grade MC09 \$50,600 - \$81,000

FLSA status: Exempt

Job Summary

Reporting to the Director of Athletics Strategic Communications, this position assists in the direction of the strategic communication efforts for the Athletics Department.

Essential Functions

1. Works directly with members of the Athletics Department to develop and deliver key messages through print and electronic media. Writes, edits, and directs the generation of publications, stories, weekly interviews, website content, social media content, and newsletter content to positively represent Auburn Athletics. Oversees the publication and preparation of media guides, programs, releases, and materials regarding sports.
2. Manages the Athletic website to include making updates, posting stories, informational updates, and photo galleries, troubleshooting technical and digital issues for staff as it applies to the website, analyzing relevant digital media metrics, and creates and updates graphics for the website.
3. Serves as a point of contact for all website updates for all athletics staff, campus communicators, sponsors, and other stakeholders. Manages the Athletic website to maintain accurate, up-to-date information.
4. Collaborates with coaches as it relates to the marketing strategies for fan engagement and promotion of student-athlete achievements. Serves as liaison to teams and media for interviews and other media opportunities to include maintaining relationships with national media.
5. Oversees audio platforms for Podcasts to include posting daily sponsored content (Auburn Tigers Today), transcribing audio posts, and posting the Talking Tigers Podcast.
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 duties as assigned by supervisor.

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

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Communications, Journalism, Media Broadcasting, or related field.
Experience (yrs.)	4	Experience in the coordination of communications, journalism, or public relations services.

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

Must possess strong verbal and written communication skills, preferably sports journalism and/or communications/mass media. Must have strong written skills; knowledge of news production - both written and broadcast media; strategic social media marketing and information experience. Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations, social media, and communications and public relations best practices.

Certification or Licensure Requirements

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 standing, walking, sitting, reaching, talking, hearing, handling objects with hands, .

Job occasionally requires climbing or balancing, stooping/kneeling/crouching/crawling, and lifting more than 100 pounds.

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

Date: 11/1/2021
