
Auburn University Job Description

Job Title: **Assoc AD, Ath Media Relations**

Job Family: No Family

Job Code: **BA35**

Grade 38: \$78,900 - \$131,600

FLSA status: Exempt

Job Summary

Directs and has primary responsibility for the overall Athletic Department public relations plan.

Essential Functions

1. Formulates, implements, initiates, plans, and carries out policies and procedures concerning the Athletics Department public relations and sports information.
2. Directs and carries out media relations in crisis-management situations.
3. Carries out media relations efforts for the Head Football Coach.
4. Performs quality control analysis of media relation efforts for Athletic Department.
5. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

Supervisory Responsibility

Supervises others with full supervisory responsibility.

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 Public Relations, Communications, Journalism or related field
Experience (yrs.)	8	Experience in the coordination and/or direction of public relations and/or communications 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

Knowledge of Southeastern Conference (SEC) and National Collegiate Athletic Association (NCAA) rules and regulations as they relate to media, media relations concepts and principles, print and electronic media outlets and accurate writing skills.

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.

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

Job occasionally requires sitting, stooping/kneeling/crouching/crawling, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 11/8/2011
