
Auburn University Job Description

Job Title:	Asst AD, Public Relations	Level I	Grade 36 \$59,700 - \$99,600
Job Code:	BA48	Level II	Grade 37 \$68,700 - \$114,500
FLSA status:	Exempt		

Job Summary

Develops and implements the strategic communications plan for the Athletic Department.

Essential Functions

1. Manages and oversees crisis communication efforts for the department.
2. Directs and oversees message development efforts to ensure successful communications with outside entities.
3. Develops the Athletic Department's profile by utilizing speaking engagements and other outlets with administrators, coaches, and student athletes.
4. Manages and implements media and public relations efforts for the department.
5. Generates innovative ideas to advance the effectiveness of the department's communication and public relation efforts.
6. Complies with all NCAA and 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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Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under general supervision, performs duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.	Knows and applies fundamental concepts, practices, and procedures of particular field of specialization.	Bachelor's degree in discipline appropriate to position plus 5 years of experience.
II	Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to staff and coaches.	Knows and applies advanced concepts, practices, and procedures of particular field of specialization, with awareness of related fields	Bachelor's degree in discipline appropriate to position plus 7 years of experience. Experience must include 2 years of experience at the preceding level or equivalent.

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

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Minimum Required Education and Experience

Level I Bachelor's degree in discipline appropriate to position plus 5 years of experience.

Level II Bachelor's degree in discipline appropriate to position plus 7 years of experience. Experience must include 2 years of experience at the preceding level or equivalent.

Focus of Education

Degree in Public Relations, Communications, Marketing or Sports Management.

Focus of Experience

Experience in the coordination and/or direction of public relations services.

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.

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 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 sitting, talking, hearing, .

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 50 pounds.

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

Date: 1/11/2012
