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## Auburn University Job Description

Job Title: **Dir, Strategic Comm-Athletics**

Job Family: No Family

Job Code: **BA54**

Grade 37: \$68,700 - \$114,500

FLSA status: Exempt

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### Job Summary

Reporting to the Associate Athletic Director, Communications this position leads and executes strategic communication efforts for the Auburn University Athletics Department.

### Essential Functions

1. Oversees strategic communications efforts of the Athletics Department. Generates information, stories, publications, weekly interviews, website content, social media content, newsletter content, etc. to positively represent Auburn Athletics.
2. Works directly with members of the Athletics Department to develop and deliver key messages through print and electronic media. Attends press conferences, transcribes interviews with players and coaches, writes season and game previews, game recaps, etc.
3. Oversees communication efforts for and on behalf of executive leadership within Athletics including but not limited to, game program content, fan guide content, social media accounts, internal communications, weekly newsletters, and external relations.
4. Conducts public relation and media training for student athletes.
5. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
6. May perform other duties as assigned by supervisor.

### Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

*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>
<b>Education</b>	Four-year college degree	Degree in Communications, Journalism, Media Broadcasting, or related field.
<b>Experience (yrs.)</b>	6	Experience in the coordination/direction 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**

None Required.

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### 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, hearing, .

Job occasionally requires standing, walking, reaching, talking, and lifting up to 25 pounds.

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

Date: 10/5/2021

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