
Auburn University Job Description

Job Title: **Sr Assoc AD, Communications**

Job Family: No Family

Job Code: **BA58**

Grade 40: \$104,500 - \$174,200

FLSA status: Exempt

Job Summary

Directs and has responsibility for the Athletic Department's day-to-day functions for Media Relations, Public Relations, and Digital Media as well as strategic planning efforts for all communications activities.

Essential Functions

1. Directs, oversees and approves the day-to-day activities to assigned areas including the coordination of all areas and the management of the budgets for all assigned areas of the Athletic Department.
2. Directs and coordinates all strategic communications efforts for the department as well as the Director of Athletics, including management and implementation of a Strategic Communications Plan and delivering key messages to internal and external stakeholders.
3. Collaborates with others to develop a communications plan for local, regional, and national media coverage for Auburn University Athletic sports.
4. Collaborates with others to develop and implement public relations campaigns surrounding athletic sporting events and department initiatives.
5. Directs, leads, and creates a comprehensive content management plan for the department, which includes the development of original, professional quality editorial content, publications, and social media outlets.
6. Leads the department's Crisis Communications Team by working with others to monitor media reports, issues, trends, and opinions of external stakeholders that affect Auburn Athletics.
7. Works with others to help develop and support the athletic department's branding efforts.
8. 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, Marketing, Journalism or related field
Experience (yrs.)	10	Experience in the management and/or direction of media relations, public relations, and/or digital communications 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.

Minimum Required Knowledge

Knowledge of various marketing and communication theories, concepts, techniques, mediums, and strategies. Ability to write for various audiences and in various formats. Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations as they relate to public relations and media.

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, 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: 4/9/2013
