
Auburn University Job Description

Job Title: **Sr Assoc AD, Strategic Communications** Job Family: No Family
Job Code: **BA58** Grade MC15: \$98,300 - \$186,800
FLSA status: Exempt

Job Summary

The Senior Associate Athletics Director (AD) of Strategic Communications oversees all aspects of communication for Auburn Athletics to include developing and executing communication strategies. Directs and coordinates all communication efforts, managing a strategic communications plan, and delivering key messages to various audiences while maintaining a consistent brand messaging for both internal and external stakeholders. Working closely with the Athletics Director and executive staff, the position is responsible for managing sensitive information requiring press releases and crisis communication. Leads the communications, public relations, and messaging for Auburn Football, while overseeing daily public relations (PR) and messaging needs for the head football coach.

Essential Functions

1. Provides daily leadership and supervision to the Strategic Communications department and oversees, develops, and executes all communications efforts and strategies across all aspects of the department of athletics. Responsible for developing a consistent internal and external brand messaging strategy that is reflected in all communications on behalf of Auburn Athletics.
 2. Directs and coordinates all strategic communications efforts to include managing and implementing a strategic communications plan and delivering key messages to internal and external stakeholders. Partners with Athletics Director and members of the executive staff on sensitive information needing press releases and crisis communication.
 3. Leads all communications, public relations, and messaging efforts for Auburn Football, including daily PR and messaging needs of the head football coach.
 4. Oversees and maintains crisis communications plan and efforts while serving as department spokesperson when necessary.
 5. Works in partnership with the Deputy AD, External Affairs to execute the external affairs vision. Creates a culture of collaboration between Strategic Communications and other external facing units within athletics to maximize the experience for student athletes, fans, alumni and students. Works in partnership with the Senior Associate AD of Fan Experience & Creative Strategy and the Senior Associate AD of Marketing & Revenue Generation to maximize revenue, elevate game experience, ensure alignment of public relations messaging, and push Auburn to be an industry leader in all aspects of External Affairs.
 6. 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.
 7. Work collaboratively with Auburn University Communications and Marketing to ensure communication strategies and execution meet the University-wide communications strategy, plan, and standards.
 8. Leads efforts to proactively promote telling student-athletes' stories. Establishes and maintains effective working relationships with members of the media to generate stories that highlight the significant achievements of the Athletics and its programs and students. Builds and maintains partnerships by cultivating relationships with campus, local, regional, and national media to collaboratively tell Auburn Athletics' story.
 9. Responsible for providing appropriate guidance to coaches, student-athletes and staff members
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Auburn University Job Description

regarding media inquiries and media training and advice.

10. Coordinates all media requests to ensure timely press releases and press conferences providing accurate information to our media partners inclusive of daily and weekly strategic communications for select sports.
11. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
12. Performs other related duties as assigned.

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.

Auburn University Job Description

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.)	8	Experience in developing public relations strategies, crisis communication, and messaging alignment. At least two (2) years of supervising and managing full time employees.

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 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. Ability to work and provide feedback to high-profile individuals such as head coaches and student athletes. Excellent verbal and written communication skills, preferably sports journalism or communications and mass media. Knowledge of news production - both written and broadcast media; strategic social media marketing and information experience.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

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, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 100 pounds.

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

Date: 4/17/2023
