
Auburn University Job Description

Job Title: **Assoc AD, Strategic Comm**
Job Code: **BA66**
FLSA status: Exempt

Job Family: No Family
Grade 38: \$78,900 - \$131,600

Job Summary

Directs and has primary responsibility for Auburn Athletics video services, digital media, internal communications, photography, creative branding, and crisis communications.

Essential Functions

1. Provides direction, management, and oversight of the video, digital media, photography, and creative branding services for the Athletics Department.
2. Develops, monitors, and oversees the budget for the strategic communications area.
3. Acts as the director of internal communications, as well as the editor of external magazines, publications, and mobile applications of the Athletics Department.
4. Serves on the crisis communications team and has responsibility for all open records requests submitted to the Athletics Department.
5. Coordinates public relations of several Auburn Athletics units and assists in campus-wide PR campaigns.
6. Consults with the College of Communication and Journalism to assist with the development and implementation of academic curriculum.
7. Develops instructional programs and serves as the media/public image trainer for all Auburn Athletics teams.
8. Provides video, digital media, photography, and creative branding services to the Auburn IMG Network to incorporate corporate sponsorship fulfillment.
9. 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 Communications, Public Relations, or related field
Experience (yrs.)	8	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.

Minimum Required Knowledge

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

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, talking, hearing, handling objects with hands, and lifting up to 50 pounds.

Job occasionally requires walking, sitting, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting more than 100 pounds.

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

Date: 5/12/2014
