Auburn University Job Description

Job Title: Asst AD, Creat& Digtl Strategy
Job Code: BA92
FLSA status: Exempt

Job Summary
The Assistant Athletics Director for Creative and Digital Strategy serves as a key member of the external engagement leadership team and leads the brand building initiatives for Auburn Athletics. Oversees creative, branding, photography, and social and digital media.

Essential Functions
1. Develops overall strategy and philosophy for visual content creation and distribution. Generates and ideates original, effective, and forward-thinking content for all Auburn Athletics digital media platforms that maintain the continuity of the Auburn brand.
2. Manages and oversees the graphic design and branding, photography, and social and digital media staff to include managing the creative and digital annual budget, hiring, and supervising full-time staff.
3. Oversees social media planning and content calendars for Auburn Tigers and sport specific platforms. Oversees social media and website analytics. Identifies most useful and effective data analytic tools and utilizes analytics to evaluate effectiveness and recommends changes.
4. Leads brand strategy for the Auburn Athletics, working collaboratively across all external units. Works alongside Communications to craft strategic messaging, and educates communicators on best practices for social media. Collaborates with War Eagle Productions to ideate effective video content for social and digital distribution. Collaborates with Marketing to build effective and measurable digital campaigns to enhance fan engagement. Serves as a liaison to Auburn Sports Properties on sponsorship fulfillment and partner digital activations.
5. Develops social media campaigns and strategic messaging to capitalize on hot markets and pop culture trends to elevate the Auburn Athletics brand.
6. Performs other 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.
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Minimum Required Education and Experience

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<thead>
<tr>
<th>Education</th>
<th>Minimum</th>
<th>Focus of Education/Experience</th>
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<tbody>
<tr>
<td>Degree in Communications, Public Relations, Marketing, Graphic Design, or related field.</td>
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<td>Experience (yrs.)</td>
<td>7</td>
<td>Experience in social or digital media operations with progressively increasing levels of responsibility and accountability. Requires 1 year of experience supervising full time employees. Experience in a higher education or professional sport setting is preferred.</td>
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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 effective digital and social communication to elevate an athletics brand, generate revenue, and assist in recruiting. Knowledge of various marketing and communication theories, concepts, techniques, and strategies. Must have a clear understanding of Auburn's Brand (including messaging, traditions, audience, etc.). Attention to detail and the ability to prioritize and execute multiple projects under demanding deadline. Knowledge of graphic design fundamentals, marketing strategies, and visual communication principles. Knowledge of graphic design software. Ability to work well with a broad range of clients in order to identify and meet specific audience and client requirements. Ability to develop and execute strategic marketing plans. Ability to manage budgets and timelines effectively for both scheduled projects and urgent requests. Ability to quickly pivot as strategic direction changes. Willingness to accept feedback and criticism. Strong interpersonal skills and desire to work effectively with campus clients and other designers. Excellent creative thinking skills; adaptability to new technology or communication avenues.

Certification or Licensure Requirements
None required.

Physical Requirements/ADA
Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

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 .

Job occasionally requires standing, walking, sitting, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, talking, hearing, handling objects with hands, and lifting up to 25
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pounds.

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

Date:      5/6/2022