
Auburn University Job Description

Job Title:	Spec, Athletics Marketing	Level I	Grade 31 \$31,300 - \$52,100
Job Code:	BB04	Level II	Grade 32 \$35,000 - \$58,400
FLSA status:	Exempt	Level III	Grade 33 \$39,300 - \$65,500

Job Summary

Develops and implements marketing and promotional projects for Auburn University Athletics Department.

Essential Functions

1. Plans, organizes, and coordinates promotional and marketing activities designed to enhance the image of and interest in the Athletic Department.
2. Publishes promotional activities through various media outlets including print, electronic media, direct mail and signage.
3. Expedites contracts with corporate partners.
4. Conducts market analyses to determine ways of promoting Auburn's athletics program.
5. Cultivates partnerships with sponsors.
6. Analyzes marketing programs and adjusts strategy and tactics to increase effectiveness.
7. Provides reports, analysis and regular status reports on marketing programs.
8. Identifies potential contributors to special project funds and ongoing programs through examination of past records, individual and corporate contracts and community knowledge.
9. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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

Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under immediate supervision, performs standard tasks using established methods, principles, concepts and procedures related to a specialized field. Judgments are made on routine matters of relatively small impact.	Knows fundamental concepts, practices and procedures of particular field of specialization.	Bachelor's degree in discipline appropriate to position with no experience.
II	Under close supervision, performs varied duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.	Knows and applies fundamental concepts, practices, and procedures of particular field of specialization, with awareness of related fields.	Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
III	Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined, but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to managers or faculty.	Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. Also possesses knowledge of related fields and areas of operation which affect, or are affected by, own area.	Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

Auburn University Job Description

Minimum Required Education and Experience

- Level I** Bachelor's degree in discipline appropriate to position with no experience.
- Level II** Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level III** Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

Focus of Education

Degree in Marketing, Business or other related field

Focus of Experience

Experience in marketing, preferably related to a sports program

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.

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.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, sitting, reaching, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires walking, .

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 11/10/2010
