

JOB INFORMATION

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| Job Code | BB37 |
| Job Description Title | Dir, Athletics Graphic Design & Branding |
| Pay Grade | MC09 |
| Range Minimum | \$50,600 |
| 33rd % | \$60,733 |
| Range Midpoint | \$65,800 |
| 67th % | \$70,867 |
| Range Maximum | \$81,000 |
| Exemption Status | Exempt |
| Approved Date: | 8/1/2024 12:13:04 PM |

JOB FAMILY AND FUNCTION

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| Job Family: | Marketing, Communications, & Multimedia |
| Job Function: | Graphic Design |

JOB SUMMARY

Responsible for creating, managing, and maintaining the brand of Auburn University Athletic Department through managing the development of creative strategy, overseeing the creation of individual sport and departmental design projects, and leading brand standards compliance.

RESPONSIBILITIES

- Manages and contributes to the development of the look, feel, and voice of the Auburn Athletics visual brand and creative strategy. Communicates creative strategy to all partners and provides appropriate tools to ensure brand cohesiveness department-wide.
- Oversees and contributes to the creation of brand-compliant design projects including, but not limited to, graphics for social media and videoboard, marketing collateral, recruiting pieces, publications, and small- and large-scale print pieces.
- Maintains the core brand identity system (logos, colors, etc.) through brand standards education and standards compliance enforcement. Establishes and implements adjustments to the identity system when needed.
- Supervises the graphic design & branding team and daily operations, assigns project workload, monitors deadlines, and ensures timely and informative communication with partners across the Athletics Department.
- Leads and mentors graphic design & branding team members by directing brainstorming meetings, providing clear and honest feedback, nurturing ideas, and providing creative guidance.
- Responsible for the overall quality of work produced by the graphic design & branding team. Ensures quality standards and attention to detail are upheld through regularly reviewing projects created within the department and addressing discrepancies.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
- May perform other job-related duties as assigned.

SUPERVISORY RESPONSIBILITIES

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| Supervisory Responsibility | Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions. |
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MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum

requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

| Education Level | Focus of Education | Years of Experience | Focus of Experience | |
|--------------------|--|---------------------|---|----|
| Bachelor's Degree | Degree in Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or relevant. | 3 years of | Experience in graphic design, messaging and branding. Experience with managing written and visual content for a variety of platforms, layout design and typography. | Or |
| Associate's Degree | Degree in Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or relevant. | 5 years of | Experience in graphic design, messaging and branding. Experience with managing written and visual content for a variety of platforms, layout design and typography. | Or |
| High School | | 7 years of | Experience in graphic design, messaging and branding. Experience with managing written and visual content for a variety of platforms, layout design and typography. | |

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), new media, social media, and networking.

MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired |
|-------------------------|--------------------------------|------------|------------------|
| None Required. | | | |

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

PHYSICAL DEMANDS

| Physical Demand | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|--------|
| Standing | | | X | | | |
| Walking | | | X | | | |
| Sitting | | | | | X | |
| Lifting | X | | | | | |
| Climbing | | | X | | | |
| Stooping/ Kneeling/ Crouching | | | X | | | |
| Reaching | | | X | | | |
| Talking | | | | | X | |
| Hearing | | | | | X | |
| Repetitive Motions | | | X | | | |
| Eye/Hand/Foot Coordination | | | X | | | |

WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Extreme cold | | X | | | |
| Extreme heat | | X | | | |
| Humidity | | X | | | |
| Wet | | X | | | |
| Noise | | X | | | |
| Hazards | | X | | | |
| Temperature Change | | X | | | |
| Atmospheric Conditions | | X | | | |
| Vibration | | X | | | |

Vision Requirements:

Ability to see information in print and/or electronically.