

JOB INFORMATION

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| Job Code | BB38 |
| Job Description Title | Asst Dir, Athletics Graphic Design & Branding |
| Pay Grade | MC07 |
| Range Minimum | \$44,050 |
| 33rd % | \$51,400 |
| Range Midpoint | \$55,070 |
| 67th % | \$58,740 |
| Range Maximum | \$66,080 |
| Exemption Status | Exempt |
| Organizational use restricted to the following divisions | 130 Director Intercollegiate Athletics |
| Approved Date: | 8/6/2024 8:59:08 AM |

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Assists the Director of Athletics Graphic Design & Branding in creating and maintaining the visual brand of Auburn University Athletic Department by contributing to the creation of individual sport and departmental design projects.

RESPONSIBILITIES

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| <ul style="list-style-type: none"> Contributes to the development of the look, feel, and voice of the Auburn Athletics visual brand and creative strategy. Assists in 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. Assists in maintaining the core brand identity system (logos, colors, etc.) through brand standards education and standards compliance enforcement. Assists with overarching sports marketing, communication, and public relations campaigns. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties. May preform other job related duties as assigned. |
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SUPERVISORY RESPONSIBILITIES

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| Supervisory Responsibility | May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees. |
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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. | and | 1 year of | Experience in graphic design, messaging and branding. | Or |
| Associate's Degree | Degree in Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or relevant. | and | 3 years of | Experience in graphic design, messaging and branding. | Or |
| High School | | | 5 years of | Experience in graphic design, messaging and branding. | |

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 | | | |

WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| 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.