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## Auburn University Job Description

Job Title: **Dir, Athletics Communications** Grade MC10 \$54,800 - \$93,200  
Job Code: **BA08**  
FLSA status: Exempt  
Job Family: Marketing, Communications, & Multimedia  
Job Function: Communications Strategy

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### Job Summary

Directs and manages the communication strategy for the Men's Basketball program, including media relations, public relations and sports information.

### Essential Functions

1. Oversees communication and social media strategy for men's basketball, working in tandem with the creative staff, as well as coaches and administration.
2. Coordinates outbound messaging to elevate the Auburn Men's Basketball brand.
3. Initiates and maintains appropriate contact with local, regional, and national news media representatives.
4. Oversees the publication and preparation of media guides, programs, press releases, and other materials.
5. Designs, edits, produces, and distributes sports information through media guides, game programs, and other appropriate publications.
6. Provides information for promotion and distribution to the media. Serves as liaison to team and media for interviews and other media opportunities to include maintaining relationships with national media.
7. Coordinates game-day operations to include the issuing of press credentials, preparing game notes, supervising the official stat crew and student assistants, and arranging post-game reports.
8. Maintains records including statistics and historical files.
9. Collaborates with other members of the Auburn Athletics External Engagement team, including marketing, ticketing, War Eagle Productions, Auburn Sports Properties, graphic design and photography.
10. May serve as communications lead for an additional sport.
11. 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.*

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## Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Bachelor's Degree	Degree in Management, Business Administration, Journalism or related field.
<b>Experience (yrs.)</b>	6	Experience in public relations, media relations, and/or communications services.

### 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 Southeastern Conference (SEC) and National Collegiate Athletic Association (NCAA) rules and regulations as it related to media, print and electronic media outlets, and promotional practices.

### Certification or Licensure Requirements

None Required.

### Pre-Employment Screening Requirements

None Required.

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## Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

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, walking, sitting, reaching, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 100 pounds.

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

Date: 9/27/2023

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