AUBURN
Human Resources

Dir, Strategic Communications-Athletics

Job Description

JOB INFORMATION

Job Code	BA54
Job Description Title	Dir, Strategic Communications-Athletics
Pay Grade	MC12
Range Minimum	$71,940
33rd %	$91,120
Range Midpoint	$100,710
67th %	$110,300
Range Maximum	$129,490
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	10/5/2021

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

Reporting to the Associate Athletic Director, Communications this position leads and executes strategic communication efforts for the Auburn University Athletics Department.

RESPONSIBILITIES

- Oversees strategic communications efforts of the Athletics Department. Generates information, stories, publications, weekly interviews, website content, social media content, newsletter content, etc. to positively represent Auburn Athletics.
- Works directly with members of the Athletics Department to develop and deliver key messages through print and electronic media. Attends press conferences, transcribes interviews with players and coaches, writes season and game previews, game recaps, etc.
- Oversees communication efforts for and on behalf of executive leadership within Athletics including but not limited to, game program content, fan guide content, social media accounts, internal communications, weekly newsletters, and external relations. Conducts public relation and media training for student athletes.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May supervise employees but supervision is not the main focus of the job.

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 to 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 Communications, Journalism, Media Broadcasting, or related field.	and	6 years of	Experience in the coordination/direction of communications, journalism, or public relations services.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Must possess strong verbal and written communication skills, preferably sports journalism and/or communications/mass media.	
Must have strong written skills; knowledge of news production - bothwritten and broadcast media; strategic social media marketing and information experience.	
Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations, social media, and communications and public relations best practices	

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			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

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