AUBURN
Human Resources

Sr Assoc AD, Strategic Communications

Job Description

JOB INFORMATION

Job Code	BA58
Job Description Title	Sr Assoc AD, Strategic Communications
Pay Grade	MC15
Range Minimum	$105,630
33rd %	$137,320
Range Midpoint	$153,170
67th %	$169,010
Range Maximum	$200,700
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	4/17/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Senior Associate Athletics Director (AD) of Strategic Communications oversees all aspects of communication for Auburn Athletics to include developing and executing communication strategies. Directs and coordinates all communication efforts, managing a strategic communications plan, and delivering key messages to various audiences while maintaining a consistent brand messaging for both internal and external stakeholders. Working closely with the Athletics Director and executive staff, the position is responsible for managing sensitive information requiring press releases and crisis communication. Leads the communications, public relations, and messaging for Auburn Football, while overseeing daily public relations (PR) and messaging needs for the head football coach.

RESPONSIBILITIES

- Provides daily leadership and supervision to the Strategic Communications department and oversees, develops, and executes all communications efforts and strategies across all aspects of the department of athletics. Responsible for developing a consistent internal and external brand messaging strategy that is reflected in all communications on behalf of Auburn Athletics.
- Directs and coordinates all strategic communications efforts to include managing and implementing a strategic communications plan and delivering key messages to internal and external stakeholders. Partners with Athletics Director and members of the executive staff on sensitive information needing press releases and crisis communication.
- Leads all communications, public relations, and messaging efforts for Auburn Football, including daily PR and messaging needs of the head football coach.
- Oversees and maintains crisis communications plan and efforts while serving as department spokesperson when necessary.
- Works in partnership with the Deputy AD, External Affairs to execute the external affairs vision. Creates a culture of collaboration between Strategic Communications and other external facing units within athletics to maximize the experience for student athletes, fans, alumni and students. Works in partnership with the Senior Associate AD of Fan Experience & Creative Strategy and the Senior Associate AD of Marketing & Revenue Generation to maximize revenue, elevate game experience, ensure alignment of public relations messaging, and push Auburn to be an industry leader in all aspects of External Affairs.
- Directs, oversees, and approves the day-to-day activities to assigned areas including the coordination of all areas and the management of the budgets for all assigned areas of the Athletic Department.
- Work collaboratively with Auburn University Communications and Marketing to ensure communication strategies and execution meet the University-wide communications strategy, plan, and standards.

RESPONSIBILITIES

- Leads efforts to proactively promote telling student-athletes' stories. Establishes and maintains effective working relationships with members of the media to generate stories that highlight the significant achievements of the Athletics and its programs and students. Builds and maintains partnerships by cultivating relationships with campus, local, regional, and national media to collaboratively tell Auburn Athletics' story.
- Responsible for providing appropriate guidance to coaches, student-athletes and staff members regarding media inquiries and media training and advice.
- Coordinates all media requests to ensure timely press releases and press conferences providing accurate information to our media partners inclusive of daily and weekly strategic communications for select sports.
- 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	Supervises others with full supervisory responsibility.

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 Public Relations, Communications, Marketing, Journalism, or related field.	and	8 years of	Experience in developing public relations strategies, crisis communication, and messaging alignment. At least two (2) years of supervising and managing full time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communication theories, concepts, techniques, mediums, and strategies.	
Ability to write for various audiences and in various formats.	
Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations as they relate to public relations and media.	
Ability to work and provide feedback to high-profile individuals such as head coaches and student athletes.	
Excellent verbal and written communication skills, preferably sports journalism or communications and mass media.	
Knowledge of news production - both written and broadcast media; strategic social media marketing and information experience.	

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.