AUBURN
Human Resources

Assoc AD, Strategic Communications

Job Description

JOB INFORMATION

Job Code	BA84
Job Description Title	Assoc AD, Strategic Communications
Pay Grade	MC13
Range Minimum	$82,730
33rd %	$104,790
Range Midpoint	$115,820
67th %	$126,850
Range Maximum	$148,910
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	4/18/2025 10:17:53 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Associate Athletics Director (AD), Strategic Communications is responsible for developing and implementing strategies for the Athletics Department's communications and public relations, primarily focusing on the Auburn Football program. This includes managing day-to-day publicity, coordinating with media, overseeing press operations, and leading Football debriefing meetings to ensure cohesive communications. Additionally, this position involves handling media relations in crises, managing publicity efforts for the coaching staff and student-athletes, managing professional development initiatives in collaboration with the College Sports Communications organization, and conducting quality control for the Athletic Department's media relations and assists in creating strategies to enhance and elevate the Auburn brand.

RESPONSIBILITIES

- Works closely with the Senior Associate AD, Strategic Communications to ensure consistent internal and external brand messaging strategy is reflected in all communications on behalf of Auburn Athletics. Exhibits a culture of collaboration between other External units to maximize the experience for student athletes, fans, alumni and students.
- Develops, initiates, plans, and implements policies and procedures related to the Athletics Department’s strategic communications and public relations.
- Responsible for day-to-day publicity efforts for the Auburn football program including assisting members of the media, press box oversight, awards publicity and promotions, and communications staffing oversight related to football and football game days.
- Engages regularly with coaches and athletes to develop strong relationships with football coaches, student athletes, and other key stakeholders to facilitate effective communication and collaboration.
- Oversees and leads Football debriefing meetings, working collaboratively with other external units to ensure all football communications and publicity are cohesive.
- Carries out media relations efforts for Head Football Coach, Assistant Coaches, and Football Student Athletes, including preparing press materials, coordinating interviews, and handling media inquiries.
- Carries out media relations strategies during crisis-management situations, ensuring accurate and timely communication to manage the Athletics Department's reputation.
- Manages Auburn Strategic Communication's professional development initiatives in collaboration with the College Sports Communications organization, ensuring staff are up-to-date with industry best practices and trends.
- Assists the Marketing and Revenue Generation team in developing and growing opportunities for revenue generation and promotion of such opportunities. Provides support to War Eagle Productions and War Eagle Creative teams to achieve maximum output of high-level productions and engagement.

RESPONSIBILITIES

- Conducts quality control analysis of media relation efforts for the Athletic Department, evaluating effectiveness and making recommendations for improvements.
- Ensures all communications and publicity activities comply 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	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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, Communication, Journalism, or related field.	and	7 years of	Experience in developing public relations strategies, crisis communication, and messaging alignment.	

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 relating 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 in 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.