AUBURN
Human Resources

Assoc Dir, Athletic Communications

Job Description

JOB INFORMATION

Job Code	BB25C
Job Description Title	Assoc Dir, Athletic Communications
Pay Grade	MC09
Range Minimum	$54,410
33rd %	$65,290
Range Midpoint	$70,730
67th %	$76,170
Range Maximum	$87,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	4/10/2026 11:27:56 AM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Media Relations

JOB SUMMARY

Independently leads communications strategy and execution for assigned sport(s), including higher-visibility or more complex coverage programs. Serves as an advanced communications professional responsible for media strategy, messaging, major editorial products, and advising coaches and sport leadership on communications matters.

RESPONSIBILITIES

- Independently manages communications operations for assigned sport(s), including high-volume, high-visibility, or otherwise complex coverage responsibilities.
- Serves as the lead communications strategist for assigned sport(s), determining coverage priorities, messaging approach, and media relations strategy.
- Advises coaches and sport leadership on media strategy, interview preparation, and sensitive communications matters; escalates issues appropriately.
- Produces and oversees major editorial and reference materials, such as season guides, feature packages, award submissions, and comprehensive notes, with minimal review.
- Oversees media operations for assigned sport(s), including interview coordination, press accommodations, credentialing oversight, and postgame communications.
- Promotes student-athletes, coaches, and programs for conference and national recognition through proactive media outreach and award nominations.
- Trains and mentors student assistants and less-experienced staff on communications processes, quality standards, and operational expectations.
- Collaborates with creative, digital, marketing, and broadcast partners to align messaging and enhance visibility for assigned sport(s).
- 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 Public Relations, Communications, Journalism, or related field	and	4 years of	Experience in public relations, media relations, and/or communications services.	

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			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Vibration		X			

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