AUBURN
Human Resources

Dir, Athletic Communications

Job Description

JOB INFORMATION

Job Code	BB25D
Job Description Title	Dir, Athletic Communications
Pay Grade	MC10
Range Minimum	$58,940
33rd %	$72,700
Range Midpoint	$79,570
67th %	$86,450
Range Maximum	$100,200
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	4/10/2026 11:28:35 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Provides senior-level leadership for athletic communications for assigned sport(s) or major communications functions within the department. Leads high-profile communications strategy, issues management, stakeholder relations, operational standards, and cross-functional storytelling efforts that advance the department's brand, visibility, and reputation.

RESPONSIBILITIES

- Serves as the senior communications lead for assigned sport(s), typically including the most visible, complex, or sensitive portfolio areas.
- Leads communications strategy for assigned sport(s), shaping messaging, media approach, narrative development, and response planning in alignment with departmental priorities.
- Manages sensitive and high-impact communications issues for assigned sport(s), including drafting statements, coordinating approvals, advising leadership, and responding to heightened media attention.
- Establishes and reinforces standards for game-day communications, credentialing, editorial quality, and media operations that may be adopted more broadly across the department.
- Directs integrated storytelling efforts with digital, creative, marketing, and external relations partners to strengthen brand alignment and audience engagement.
- Maintains and manages key relationships with national media, conference offices, high-profile partners, and other external stakeholders for assigned sport(s).
- Identifies process gaps, operational risks, and communications needs and develops improvements to strengthen departmental effectiveness.
- Provides functional leadership, project leadership, or mentoring to communications staff, student assistants, and support personnel, as assigned.
- 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	6 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.