AUBURN
Human Resources

Dir, Athletics Graphic Design & Branding

Job Description

JOB INFORMATION

Job Code	BB37
Job Description Title	Dir, Athletics Graphic Design & Branding
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:	8/1/2024 12:13:04 PM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Graphic Design

JOB SUMMARY

Responsible for creating, managing, and maintaining the brand of Auburn University Athletic Department through managing the development of creative strategy, overseeing the creation of individual sport and departmental design projects, and leading brand standards compliance.

RESPONSIBILITIES

- Manages and contributes to the development of the look, feel, and voice of the Auburn Athletics visual brand and creative strategy. Communicates creative strategy to all partners and provides appropriate tools to ensure brand cohesiveness department-wide.
- Oversees and contributes to the creation of brand-compliant design projects including, but not limited to, graphics for social media and videoboard, marketing collateral, recruiting pieces, publications, and small- and large-scale print pieces.
- Maintains the core brand identity system (logos, colors, etc.) through brand standards education and standards compliance enforcement. Establishes and implements adjustments to the identity system when needed.
- Supervises the graphic design & branding team and daily operations, assigns project workload, monitors deadlines, and ensures timely and informative communication with partners across the Athletics Department.
- Leads and mentors graphic design & branding team members by directing brainstorming meetings, providing clear and honest feedback, nurturing ideas, and providing creative guidance.
- Responsible for the overall quality of work produced by the graphic design & branding team. Ensures quality standards and attention to detail are upheld through regularly reviewing projects created within the department and addressing discrepancies.
- 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	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 Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or relevant.		3 years of	Experience in graphic design, messaging and branding. Experience with managing written and visual content for a variety of platforms, layout design and typography.	Or
Associate's Degree	Degree in Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or relevant.		5 years of	Experience in graphic design, messaging and branding. Experience with managing written and visual content for a variety of platforms, layout design and typography.	Or
High School Diploma or GED			7 years of	Experience in graphic design, messaging and branding. Experience with managing written and visual content for a variety of platforms, layout design and typography.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), new media, social media, and networking.	

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.