AUBURN
Human Resources

Asst Dir, Athletics Graphic Design & Branding

Job Description

JOB INFORMATION

Job Code	BB38
Job Description Title	Asst Dir, Athletics Graphic Design & Branding
Pay Grade	MC07
Range Minimum	$44,710
33rd %	$52,160
Range Midpoint	$55,890
67th %	$59,610
Range Maximum	$67,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	8/6/2024 8:59:08 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Assists the Director of Athletics Graphic Design & Branding in creating and maintaining the visual brand of Auburn University Athletic Department by contributing to the creation of individual sport and departmental design projects.

RESPONSIBILITIES

- Contributes to the development of the look, feel, and voice of the Auburn Athletics visual brand and creative strategy.
- Assists in 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.
- Assists in maintaining the core brand identity system (logos, colors, etc.) through brand standards education and standards compliance enforcement.
- Assists with overarching sports marketing, communication, and public relations campaigns.
- 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 be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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.	and	1 year of	Experience in graphic design, messaging and branding.	Or
Associate's Degree	Degree in Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or relevant.	and	3 years of	Experience in graphic design, messaging and branding.	Or
High School Diploma or GED			5 years of	Experience in graphic design, messaging and branding.	

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			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
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.