AUBURN
Human Resources

Assoc Dir, Athletics Graphic Design & Branding

Job Description

JOB INFORMATION

Job Code	BB70
Job Description Title	Assoc Dir, Athletics Graphic Design & Branding
Pay Grade	MC08
Range Minimum	$48,360
33rd %	$58,040
Range Midpoint	$62,870
67th %	$67,710
Range Maximum	$77,380
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	6/16/2025 4:15:34 PM

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, managing, and maintaining the visual brand of Auburn University Athletic Department by contributing to the creation of individual sport and departmental design projects, aiding in the development of creative strategy, supervising department student employees and interns and assisting in managing and leading Assistant Directors.

RESPONSIBILITIES

- Contributes to and assists in leading the development of the look, feel, and voice of the Auburn Athletics visual brand and creative strategy. Assists the Director of Graphic Design & Branding in communicating creative strategy to all partners and providing tools to ensure brand cohesiveness department-wide.
- Leads 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 the Director of Graphic Design & Branding in leading the Assistant Directors. Provides feedback and direction on design work and coordinates with the Director of Graphic Design & Branding to delegate and assign tasks effectively across the design team.
- Assists in maintaining the core brand identity system (logos, colors, etc.) through brand standards education and standards compliance enforcement. Provides guidance and education to other staff, departments, and external partners and vendors to ensure adherence to brand standards and design best practices.
- Assists with overarching sports marketing, communication, and public relations campaigns.
- Manages department interns and student employees. Responsible for overseeing the day-to-day schedules and work of design interns and student employees, ensuring quality control and timely completion of projects. Provides direction, feedback, and develops their skillsets to ensure alignment with departmental goals, compliance with university guidelines, and professional growth for the employee.
- Serves as a leading contributor on design-related special projects, which include, but are not limited to, environmental design and facility installs, planning and management of asset shoots, and serving as support staff for key athletics events and promotions.
- 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 Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or related field.	and	3 years of	Experience in graphic design, messaging and branding.	Or
Associate's Degree	Degree in Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or related field.	and	4 years of	Experience in graphic design, messaging and branding.	Or
High School Diploma or GED			6 years of	Experience in graphic design, messaging and branding.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Intermediate 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					

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.