AUBURN
Human Resources

Asst AD, Athletics Communications

Job Description

JOB INFORMATION

Job Code	BB73
Job Description Title	Asst AD, Athletics Communications
Pay Grade	MC12
Range Minimum	$71,940
33rd %	$91,120
Range Midpoint	$100,710
67th %	$110,300
Range Maximum	$129,490
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	8/27/2025 10:59:13 AM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

The Assistant Athletics Director of Athletics Communications is responsible for developing and implementing the strategic communication efforts, primarily focusing on the Auburn Men's Basketball program. This includes managing day-to-day publicity, coordinating with the media, and overseeing press operations. The position works closely with coaches, student-athletes, and staff to enhance and elevate the Auburn brand.

RESPONSIBILITIES

- Leads the day-to-day publicity and communications efforts for the Auburn Men’s Basketball program. Responsible for designing, editing, producing, and distributing a wide range of media materials, including media guides, game programs, press releases, and digital content. Oversees all aspects of media relations for the program, including award nominations and promotional campaigns. Coordinates outbound messaging and supervises communications staffing for men’s basketball, particularly on game days. Serves as the primary liaison to media representatives and maintains comprehensive statistical records and historical archives for the program.
- Fosters strong, collaborative relationships with coaches, student-athletes, and key stakeholders by engaging regularly to ensure open communication, mutual understanding, and effective coordination across all facets of the athletics communications strategy.
- Manages media relations for the Head Men’s Basketball Coach, assistant coaches, and student-athletes by preparing press materials, coordinating interview requests, and responding to media inquiries to ensure consistent and effective public representation.
- Responsible for supervising assigned communications and administrative staff, providing guidance, support, and oversight in the execution of communications plans for their assigned sports. This may include reviewing content, assisting with media relations strategies for their assigned sport, ensuring brand consistency across platforms, and coordinating coverage of events, press releases, and digital content. Actively mentors staff to enhance storytelling, improve workflow efficiency, and maintain high standards of accuracy and professionalism in all external communications.
- Implements strategic media relations during crisis situations, ensuring timely, accurate, and coordinated communication to protect and uphold the reputation of the Athletics Department.
- Collaborates closely between all External Affairs units, including but not limited to War Eagle Productions, War Eagle Creative, fan experience, digital marketing and revenue, ticket operations and sales, game operations, and facilities and special events, to ensure cohesive and aligned messaging across all platforms and initiatives.

RESPONSIBILITIES

- Oversees game-day communications operations, including issuing press credentials, preparing and distributing game notes, supervising the official stat crew and student assistants, and coordinating the compilation and dissemination of post-game reports.
- Leads efforts to proactively promote Auburn teams and tell key student-athlete stories. Establishes and maintains effective working relationships with members of the media to generate stories that highlight the significant achievements of the Athletics and its programs and students. Builds and maintains partnerships by cultivating relationships with campus, local, regional, and national media to collaboratively tell Auburn Athletics' story.
- May serve as communications lead for an additional sport.
- Will work nights and weekends as needed for events.
- Ensures all communications and publicity activities comply 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	in Public Relations, Communication, Journalism, or related field	and	6 years of	experience in public relations, media relations, and/or providing communications services. Experience working with collegiate-level basketball teams and experience leading men's basketball communication efforts at the FBS level, preferably at a Power 4 institution, is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communication theories, concepts, techniques, mediums, and strategies.	
Ability to write for various audiences and in various formats.	
Ability to work and provide feedback to high-profile individuals such as head coaches and student-athletes.	
Excellent verbal and written communication skills, preferably in sports journalism or communications and mass media.	
Knowledge of news production - both written and broadcast media; strategic social media marketing and information experience.	
Knowledge of Southeastern Conference (SEC) and National Collegiate Athletic Association (NCAA) rules and regulations related to media, print and electronic media outlets, and promotional practices.	

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.