

JOB INFORMATION

Job Code	BA01B
Job Description Title	Asst AD II, Ath Media Relation
Pay Grade	MC12
Range Minimum	\$69,490
33rd %	\$88,020
Range Midpoint	\$97,290
67th %	\$106,550
Range Maximum	\$125,090
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	11/8/2011

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Directs the overall Athletic Department public relations plan.

RESPONSIBILITIES

- Formulates, implements, initiates, plans, and carries out policies and procedures concerning the Athletics Department public relations and sports information.
- Carries out media relations in crisis-management situations.
- Carries out media relations efforts for Head Football Coach.
- Performs quality control analysis of media relation efforts for Athletic Department.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Supervises others with full supervisory responsibility.
----------------------------	---

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 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	7 years of	Experience in the coordination and/or direction of public relations and/or communications services	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knows and applies advanced concepts, practices, and procedures of particular field of specialization, with awareness of related fields

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 and distinguish colors.