

JOB INFORMATION

Job Code	BA08
Job Description Title	Dir, Athletics Communications
Pay Grade	MC10
Range Minimum	\$56,940
33rd %	\$70,230
Range Midpoint	\$76,870
67th %	\$83,510
Range Maximum	\$96,800
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	9/27/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Directs and manages the communication strategy for the Men's Basketball program, including media relations, public relations and sports information.

RESPONSIBILITIES

- Oversees communication and social media strategy for men's basketball, working in tandem with the creative staff, as well as coaches and administration.
- Coordinates outbound messaging to elevate the Auburn Men's Basketball brand.
- Initiates and maintains appropriate contact with local, regional, and national news media representatives.
- Oversees the publication and preparation of media guides, programs, press releases, and other materials.
- Designs, edits, produces, and distributes sports information through media guides, game programs, and other appropriate publications.
- Provides information for promotion and distribution to the media. Serves as liaison to team and media for interviews and other media opportunities to include maintaining relationships with national media.
- Coordinates game-day operations to include the issuing of press credentials, preparing game notes, supervising the official stat crew and student assistants, and arranging post-game reports.
- Maintains records including statistics and historical files.
- Collaborates with other members of the Auburn Athletics External Engagement team, including marketing, ticketing, War Eagle Productions, Auburn Sports Properties, graphic design and photography.
- May serve as communications lead for an additional sport.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.
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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 Management, Business Administration, Journalism, or related field.	And	6 years of	Experience in public relations, media relations, and/or communications services.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of Southeastern Conference (SEC) and National Collegiate Athletic Association (NCAA) rules and regulations as it 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			up 100 pounds
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.