



**JOB INFORMATION**

Job Code	BA11
Job Description Title	Spec, Strategic Comm Ath
Pay Grade	MC09
Range Minimum	\$52,560
33rd %	\$63,070
Range Midpoint	\$68,330
67th %	\$73,590
Range Maximum	\$84,100
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	11/1/2021

**JOB FAMILY AND FUNCTION**

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

**JOB SUMMARY**

Reporting to the Director of Athletics Strategic Communications, this position assists in the direction of the strategic communication efforts for the Athletics Department.

**RESPONSIBILITIES**

- Works directly with members of the Athletics Department to develop and deliver key messages through print and electronic media. Writes, edits, and directs the generation of publications, stories, weekly interviews, website content, social media content, and newsletter content to positively represent Auburn Athletics. Oversees the publication and preparation of media guides, programs, releases, and materials regarding sports.
- Manages the Athletic website to include making updates, posting stories, informational updates, and photo galleries, troubleshooting technical and digital issues for staff as it applies to the website, analyzing relevant digital media metrics, and creates and updates graphics for the website.
- Serves as a point of contact for all website updates for all athletics staff, campus communicators, sponsors, and other stakeholders. Manages the Athletic website to maintain accurate, up-to-date information.
- Collaborates with coaches as it relates to the marketing strategies for fan engagement and promotion of student-athlete achievements. Serves as liaison to teams and media for interviews and other media opportunities to include maintaining relationships with national media.
- Oversees audio platforms for Podcasts to include posting daily sponsored content (Auburn Tigers Today), transcribing audio posts, and posting the Talking Tigers Podcast.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
- May perform other duties as assigned by supervisor.

**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	And	Years of Experience	Focus of Experience
Bachelor's Degree	Degree in Communications, Journalism, Media Broadcasting, or related field.		4 years of	Experience in the coordination of communications, journalism, or public relations services.

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Must possess strong verbal and written communication skills, preferably sports journalism and/or communications/mass media.
Must have strong written skills; knowledge of news production - both written and broadcast media; strategic social media marketing and information experience.
Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations, social media, and communications and public relations best practices.

## PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other
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## 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		

<b>Vision Requirements:</b>
Ability to see information in print and/or electronically.

