## JOB INFORMATION

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|---|---|
| Job Code | BA54 |
| Job Description Title | Dir, Strategic Comm-Athletics |
| 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 | 10/5/2021 |

## JOB FAMILY AND FUNCTION

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

## JOB SUMMARY

Reporting to the Associate Athletic Director, Communications this position leads and executes strategic communication efforts for the Auburn University Athletics Department.

## RESPONSIBILITIES

- Oversees strategic communications efforts of the Athletics Department. Generates information, stories, publications, weekly interviews, website content, social media content, newsletter content, etc. to positively represent Auburn Athletics.
- Works directly with members of the Athletics Department to develop and deliver key messages through print and electronic media. Attends press conferences, transcribes interviews with players and coaches, writes season and game previews, game recaps, etc.
- Oversees communication efforts for and on behalf of executive leadership within Athletics including but not limited to, game program content, fan guide content, social media accounts, internal communications, weekly newsletters, and external relations. Conducts public relation and media training for student athletes.
- 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

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|---|---|
| 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 Communications, Journalism, Media Broadcasting, or related field. | And | 6 years of | Experience in the coordination/direction of communications, journalism, or public relations services. | |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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|---|---|
| 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 - bothwritten 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 | |

## MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/ Desired | |
|---|---|---|---|---|
| None Required. | | | | |

## PHYSICAL DEMANDS & WORKING CONDITIONS

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|---|---|
| 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 | | | |

## WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|---|---|---|---|---|---|
| Temperature Change | | X | | | |
| Atmospheric Conditions | | X | | | |
| Vibration | | X | | | |

**Vision Requirements:**

Ability to see information in print and/or electronically.