
Auburn University Job Description

Job Title:	Asst AD, Ath Dig Media&Pub	Level I	Grade MC12 \$66,900 - \$120,400
Job Code:	BA57	Level II	Grade MC13 \$77,000 - \$138,600
FLSA status:	Exempt		

Job Summary

Manages all aspects of digital communications for the Athletic Department and provides strategic planning and implementation designed to improve the use, results, and impact of digital communications.

Essential Functions

1. Performs graphic design services related to the official Auburn Athletics website, mobile applications, and various social media platforms.
2. Generates original content for all Auburn Athletics digital media platforms.
3. Shoots and edits video and photographic content for distribution through all digital media platforms.
4. Serves as liaison with corporate partners to develop and fulfill digital campaigns on digital media platforms.
5. Develops comprehensive publicity plans for Auburn Athletics special events through digital media platforms.
6. Develops and implements strategic plans designed to improve the use, results, and impact of digital communication efforts.

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.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under general supervision, performs duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.	Knows and applies fundamental concepts, practices, and procedures of particular field of specialization.	Bachelor's degree in discipline appropriate to position plus 5 years of experience.
II	Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to staff and coaches.	Knows and applies advanced concepts, practices, and procedures of particular field of specialization, with awareness of related fields	Bachelor's degree in discipline appropriate to position plus 7 years of experience. Experience must include 2 years of experience at the preceding level or equivalent.

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

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Minimum Required Education and Experience

Level I Bachelor's degree in discipline appropriate to position plus 5 years of experience.

Level II Bachelor's degree in discipline appropriate to position plus 7 years of experience.
Experience must include 2 years of experience at the preceding level or equivalent.

Focus of Education

Degree in Graphic Design, Website Design, Industrial Design, Communications, Marketing, or related field

Focus of Experience

Experience in digital media operations

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge

See Job Family Levels

Certification or Licensure Requirements:

None Required

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, and lifting up to 50 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 6/1/2015
