

### JOB INFORMATION

Job Code	BA57A
Job Description Title	Asst AD I, Ath Dig Media&Pub
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	6/1/2015

### JOB FAMILY AND FUNCTION

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

### 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.

### RESPONSIBILITIES

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

### SUPERVISORY RESPONSIBILITIES

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.
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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 Graphic Design, Website Design, Industrial Design, Communications, Marketing, or related field	And	5 years of	Experience in digital media operations	

Substitutions Allowed for Experience: Yes

*Substitution 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 KNOWLEDGE, SKILLS, & ABILITIES

Knows and applies fundamental concepts, practices, and procedures of particular field of specialization.

## 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			

## WORKING ENVIRONMENT

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

**Vision Requirements:**

Ability to see information in print and/or electronically.