

JOB INFORMATION

Job Code	BB35C
Job Description Title	Spec III, Ath Digitl Media&Pub
Pay Grade	MC09
Range Minimum	\$53,610
33rd %	\$64,330
Range Midpoint	\$69,700
67th %	\$75,060
Range Maximum	\$85,780
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
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

Oversees 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.
- Maintains and implements strategic plans designed to improve the use, results, and impact of digital communications efforts.
- Acts as the innovation strategic leader, looking for new ways to use digital technology to enhance the Auburn branding initiatives.
- Develops comprehensive publicity plans for Auburn Athletics special events through digital media platforms.
- Serves as liaison with corporate partners to develop and fulfill digital campaigns on digital media platforms.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

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 Graphic Design, Website Design, Industrial Design, Communications, Marketing, or related field	4 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

Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. And

Also possesses knowledge of related fields and areas of operation which affect, or are affected by

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		

WORKING ENVIRONMENT

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

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