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## Auburn University Job Description

Job Title: **Spec, Creative Services**

Job Family: No Family

Job Code: **BB38**

Grade MC07 \$41,600 - \$62,400

FLSA status: Exempt

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### Job Summary

Assists the Manager Creative Services in creating and maintaining the visual brand of Auburn University Athletic Department by contributing to the creation of individual sport and departmental design projects.

### Essential Functions

1. Contributes to the development of the look, feel, and voice of the Auburn Athletics visual brand and creative strategy.
2. Assists in the creation of brand-compliant design projects including, but not limited to, graphics for social media and videoboard, marketing collateral, recruiting pieces, publications, and small and large-scale print pieces.
3. Assists in maintaining the core brand identity system (logos, colors, etc.) through brand standards education and standards compliance enforcement.
4. Assists with overarching sports marketing, communication, and public relations campaigns.
5. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
6. May preform other job related duties as assigned.

### Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

*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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### Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Four-year college degree	Degree in Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or relevant.
<b>Experience (yrs.)</b>	1	Experience in graphic design, messaging and branding.

#### **Substitutions allowed for Education:**

Indicated education is required; no substitutions allowed.

#### **Substitutions allowed for Experience:**

Indicated experience is required; no substitutions allowed.

#### **Minimum Required Knowledge**

Knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), new media, social media, and networking.

#### **Certification or Licensure Requirements**

None Required.

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### Physical Requirements/ADA

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

Work schedules, volume of work, or priorities seldom change; able to anticipate new work; minimum distractions or interruptions; seldom involves conflicting demands on time.

Job frequently requires standing, walking, sitting, reaching, talking, handling objects with hands, .

Job occasionally requires climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 25 pounds.

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

Date: 4/20/2022

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