
Auburn University Job Description

Job Title:	Broadcast Associate	Level I	Grade MC04 \$31,800 - \$44,500
Job Code:	OC25	Level II	Grade MC06 \$37,000 - \$55,500
FLSA status:	Exempt	Level III	Grade MC07 \$41,600 - \$62,400

Job Summary

Provides professional broadcasting services to include writing/editing, video-taping, recording, producing, and marketing.

Essential Functions

1. Plans and implements projects to advance the university's image through cooperative efforts with a team of communications and marketing professionals.
2. Edits film for commercials, informational videos, web streaming, documentaries, and television media with supervisory direction.
3. Initiates creative alternatives and ideas for using footage to promote the university and generate media interest in projects.
4. Selects appropriate video footage in an effort to assist reporters wanting to supplement their news reports.
5. Assists in setting up video production equipment and shooting events and ceremonies on campus.
6. Represents the Office of Communications and Marketing in dealing with campus-wide clients, including faculty, administrators, and other campus communicators.

Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

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 immediate supervision, performs standard tasks using established methods, principles, concepts and procedures related to a specialized field. Judgments are made on routine matters of relatively small impact.	Knows fundamental concepts, practices and procedures of particular field of specialization.	Bachelor's degree in discipline appropriate to position with no experience.
II	Under close supervision, performs varied 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, with awareness of related fields.	Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
III	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 managers or faculty.	Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. Also possesses knowledge of related fields and areas of operation which affect, or are affected by, own area.	Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years 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 with no experience.
- Level II** Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level III** Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

Focus of Education

Degree in Mass Communications, Public Relations or related field

Focus of Experience

Experience in the field of broadcasting including writing/editing, video-taping, recording, and/or producing

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

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, walking, reaching, talking, hearing, handling objects with hands, and lifting up to 50 pounds.

Job occasionally requires sitting, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting more than 100 pounds.

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

Date: 1/3/2012
