

Assistant Athletics Director, Creative & Digital Strategy
Auburn University

Direct Link: <https://www.AcademicKeys.com/r?job=186420>

Downloaded On: Aug. 12, 2022 8:41pm

Posted May 26, 2022, set to expire Oct. 8, 2022

Job Title	Assistant Athletics Director, Creative & Digital Strategy
Department	Athletic Public Relations
Institution	Auburn University Auburn, Alabama
Date Posted	May 26, 2022
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing Athletics
Job Website	https://www.auemployment.com/postings/29756

Apply By Email

Job Description

Job Summary

Auburn University Athletics seeks candidates for an Assistant Athletics Director for Creative and Digital Strategy, responsible for serving as a key member of the external engagement leadership team and leading the brand-building initiatives for Auburn Athletics. This position oversees creative, branding, photography, and social and digital media.

About Auburn: At Auburn, our work changes lives. Ranked by U.S. News and World Report as a premier public institution, Auburn University is dedicated to shaping the future of the people of Alabama, the nation, and the world through forward-thinking education, life-enhancing research, scholarship and selfless service. Auburn is nationally recognized for its commitment to academic excellence, community outreach, positive work environment, student engagement, and thriving community.



Assistant Athletics Director, Creative & Digital Strategy Auburn University

Direct Link: <https://www.AcademicKeys.com/r?job=186420>

Downloaded On: Aug. 12, 2022 8:41pm

Posted May 26, 2022, set to expire Oct. 8, 2022

Why employees choose Auburn: Auburn University was named by Forbes Magazine as one of the state of Alabama's best employers, with employees staying an average of ten years. Employees enjoy competitive benefits that include top-notch health insurance, generous retirement plans, tuition assistance for employees and dependents, flexible spending accounts and more!

Learn more about Auburn's impact, generous employee benefits, and thriving community by visiting aub.ie/working-at-auburn.

Our Commitment: Auburn University is committed to a diverse and inclusive campus environment. Visit www.auburn.edu/inclusion to learn more about our commitment to expanding equity and inclusion for all.

Essential Functions

Develops overall strategy and philosophy for visual content creation and distribution. Generates and ideates original, effective, and forward-thinking content for all Auburn Athletics digital media platforms that maintain the continuity of the Auburn brand.

Manages and oversees the graphic design and branding, photography, and social and digital media staff to include managing the creative and digital annual budget, hiring, and supervising full-time staff. Oversees social media planning and content calendars for Auburn Tigers and sport specific platforms. Oversees social media and website analytics. Identifies most useful and effective data analytic tools and utilizes analytics to evaluate effectiveness and recommends changes.

Leads brand strategy for the Auburn Athletics, working collaboratively across all external units. Works alongside Communications to craft strategic messaging, and educates communicators on best practices for social media. Collaborates with War Eagle Productions to ideate effective video content for social and digital distribution. Collaborates with Marketing to build effective and measurable digital campaigns to enhance fan engagement. Serves as a liaison to Auburn Sports Properties on sponsorship fulfillment and partner digital activations.

Develops social media campaigns and strategic messaging to capitalize on hot markets and pop culture trends to elevate the Auburn Athletics brand.

Performs other duties as assigned.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact



Assistant Athletics Director, Creative & Digital Strategy
Auburn University

Direct Link: <https://www.AcademicKeys.com/r?job=186420>

Downloaded On: Aug. 12, 2022 8:41pm

Posted May 26, 2022, set to expire Oct. 8, 2022