

Director, Branding and Social Strategy (Football)
Auburn University

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Posted Mar. 31, 2025, set to expire Oct. 31, 2025

Job Title	Director, Branding and Social Strategy (Football)
Department	War Eagle Creative
Institution	Auburn University Auburn, Alabama
Date Posted	Mar. 31, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing Athletics
Job Website	https://www.auemployment.com/postings/52141
Apply By Email	
Job Description	

Make Your Mark: Elevate Auburn Football with Your Branding & Social Strategy Expertise!

[Auburn University Athletics](#) is recruiting for a **Director of Branding and Social Strategy**. The individual in this position will lead the program's social media presence and visual identity. This role is responsible for posting across official Auburn Football social media accounts, leading social media design efforts, and ensuring a cohesive, high-impact brand that aligns with the program's vision. The ideal candidate will be a creative leader with a strong understanding of digital storytelling, brand development, and audience engagement. This position works and operates through War Eagle Creative, assigned solely to Auburn Football.

Why Auburn Athletics Football?

This is an opportunity to play a key role in shaping the digital identity of one of college football's most

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storied programs. The **Director of Branding and Social Strategy** will have a direct impact on how Auburn Football is perceived by recruits, fans, and the national audience, driving the program forward in an ever-evolving digital landscape.

Auburn University is more than just an institution; it's a vibrant community where real people come together to make a difference. Our commitment to students, employees, communities, and our world runs deep, and it's reflected in every corner of our campus and beyond.

- **Life-Changing Impact:** At Auburn, our work changes lives. Whether it's groundbreaking research, innovative teaching, administrative operations or community outreach, every effort contributes to positive change. We're not just clocking in; we're making a lasting difference in the lives of others.
- **How We Support You:** Auburn cares for its greatest assets—its employees. Generous benefits, educational opportunities, and a supportive work environment make it a place where you can thrive. From health insurance to retirement plans, we've got you covered. Learn more about how we support employees by visiting aub.ie/working-at-auburn
- **Come and Stay:** The median length of employment for an Auburn employee is **10 years**. That's because Auburn invests in its people. We're not a revolving door; we're a family. The Auburn Family. We grow together, learn together, and build lasting relationships.
- **Sweet Home Alabama:** The Auburn/Opelika area exudes small-town charm and warmth. With cozy traditions, excellent schools, and vibrant downtowns, it's a place where you'll feel at home. Plus, we're centrally located in the Southeast with easy access to Atlanta, Birmingham, and the Gulf of Mexico beaches.

Contact Information

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

Contact