

Director, Branding and Social Strategy (Football)
Auburn University

Direct Link: <https://www.AcademicKeys.com/r?job=255819>

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Posted Apr. 16, 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	Apr. 16, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing
Job Website	https://www.auemployment.com/postings/52726

Apply By Email

Job Description

Job Summary

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?

Director, Branding and Social Strategy (Football) Auburn University

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

Essential Functions

Social Media Management & Strategy

- Develop and execute a comprehensive social media strategy that enhances Auburn Football's brand, drives engagement, and supports team initiatives.
- Serve as the primary social media designer, managing day-to-day posting across all platforms.
- Monitor trends and analytics to optimize content performance and audience growth.

Creative Branding & Design

- Oversee the overall look and feel of Auburn Football's social media presence, ensuring consistency in branding and messaging
- Design graphics and visual assets for social media and in-house branding efforts.
- Collaborate with video, photography, and design teams to create compelling content.

Program & Recruiting Support

- Work closely with the Assistant AD of Football Creative to align social strategy with the program's overall creative vision, in venue execution, and recruiting strategy
- Assist in executing branding deliverables for recruiting efforts, facilities, and special projects.
- Assist and support recruiting photoshoots, ensuring high-quality, brand-aligned content for prospects.

Why Work at Auburn?

- **Life-Changing Impact:** Our work changes lives through research, instruction, and outreach, making a lasting impact on our students, our communities, and the world.
- **Culture of Excellence:** We are committed to leveraging our strengths, resources, collaboration, and innovation as a top employer in higher education.

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- **We're Here for You:** Auburn offers generous benefits, educational opportunities, and a culture of support and work/life balance.
- **Sweet Home Alabama:** The Auburn/Opelika area offers southern charm, vibrant downtown scenes, top-ranked schools, and easy access to Atlanta, Birmingham, and the Gulf of Mexico beaches.
- **A Place for Everyone:** Auburn is committed to fostering an environment where all faculty, staff, and students are welcomed, valued, respected, and engaged.

Ready to lead and shape the future of higher education? Apply today! War Eagle!

Contact Information

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

Contact

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