

Associate AD, Strategic Communications
Auburn University

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Posted Apr. 30, 2025, set to expire Oct. 31, 2025

Job Title	Associate AD, Strategic Communications
Department	Athletic Media Relations
Institution	Auburn University Auburn, Alabama
Date Posted	Apr. 30, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Athletics
Job Website	https://www.auemployment.com/postings/53014
Apply By Email	
Job Description	

Job Summary

Be the voice behind the victories! Join us as an Associate Athletics Director of Strategic Communications and champion our athletes' stories. The individual in this position is responsible for developing and implementing strategies for the Athletics Department's communications and public relations, primarily focusing on the Auburn Football program. This includes managing day-to-day publicity, coordinating with media, overseeing press operations, and leading Football debriefing meetings to ensure cohesive communications. Additionally, this position involves handling media relations in crises, managing publicity efforts for the coaching staff and student-athletes, managing professional development initiatives in collaboration with the College Sports Communications organization, and conducting quality control for the Athletic Department's media relations and assists in creating strategies to enhance and elevate the Auburn brand.

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Essential Functions

- Works closely with the Senior Associate AD, Strategic Communications to ensure consistent internal and external brand messaging strategy is reflected in all communications on behalf of Auburn Athletics. Exhibits a culture of collaboration between other External units to maximize the experience for student athletes, fans, alumni and students.
- Develops, initiates, plans, and implements policies and procedures related to the Athletics Department's strategic communications and public relations.
- Responsible for day-to-day publicity efforts for the Auburn football program including assisting members of the media, press box oversight, awards publicity and promotions, and communications staffing oversight related to football and football game days.
- Engages regularly with coaches and athletes to develop strong relationships with football coaches, student-athletes, and other key stakeholders to facilitate effective communication and collaboration.
- Oversees and leads Football debriefing meetings, working collaboratively with other external units to ensure all football communications and publicity are cohesive.
- Carries out media relations efforts for Head Football Coach, Assistant Coaches, and Football Student-Athletes, including preparing press materials, coordinating interviews, and handling media inquiries.
- Carries out media relations strategies during crisis-management situations, ensuring accurate and timely communication to manage the Athletics Department's reputation.
- Manages Auburn Strategic Communication's professional development initiatives in collaboration with the College Sports Communications organization, ensuring staff are up-to-date with industry best practices and trends.
- Assists the Marketing and Revenue Generation team in developing and growing opportunities for revenue generation and promotion of such opportunities. Provides support to War Eagle Productions and War Eagle Creative teams to achieve maximum output of high-level productions and engagement.
- Conducts quality control analysis of media relation efforts for the Athletic Department, evaluating effectiveness and making recommendations for improvements.
- Ensures all communications and publicity activities comply with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

Supervisory Responsibilities:

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Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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.
- **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!

Minimum Qualifications

- Bachelor's degree in Public Relations, Communication, Journalism, or related field.
- 7 years of experience in developing public relations strategies, crisis communication, and messaging alignment.

Minimum Skills and Abilities

- Knowledge of various marketing and communication theories, concepts, techniques, mediums, and strategies.
- Ability to write for various audiences and in various formats.
- Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations relating to public relations and media.
- Ability to work and provide feedback to high-profile individuals such as head coaches and student-athletes.
- Excellent verbal and written communication skills, preferably in sports journalism or communications and mass media.

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- Knowledge of news production – both written and broadcast media; strategic social media marketing and information experience.

Contact Information

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

Contact

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