

Assistant AD, Athletics Communication
Auburn University

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Posted Sep. 4, 2025, set to expire Jan. 3, 2026

Job Title	Assistant AD, Athletics Communication
Department	Digital Marketing
Institution	Auburn University Auburn, Alabama
Date Posted	Sep. 4, 2025
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/55799
Apply By Email	
Job Description	

Job Summary

Turn highlights into headlines. Shape the story of Auburn Athletics.

The **Assistant Athletics Director of Athletics Communications** is responsible for developing and implementing the strategic communication efforts, primarily focusing on the Auburn Men's Basketball program. This includes managing day-to-day publicity, coordinating with the media, and overseeing press operations. The position works closely with coaches, student-athletes, and staff to enhance and elevate the Auburn brand.

Essential Functions

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- Leads the day-to-day publicity and communications efforts for the Auburn Men's Basketball program.
- Responsible for designing, editing, producing, and distributing a wide range of media materials, including media guides, game programs, press releases, and digital content. Oversees all aspects of media relations for the program, including award nominations and promotional campaigns. Coordinates outbound messaging and supervises communications staffing for men's basketball, particularly on game days. Serves as the primary liaison to media representatives and maintains comprehensive statistical records and historical archives for the program.
- Fosters strong, collaborative relationships with coaches, student-athletes, and key stakeholders by engaging regularly to ensure open communication, mutual understanding, and effective coordination across all facets of the athletics communications strategy.
- Manages media relations for the Head Men's Basketball Coach, assistant coaches, and student-athletes by preparing press materials, coordinating interview requests, and responding to media inquiries to ensure consistent and effective public representation.
- Responsible for supervising assigned communications and administrative staff, providing guidance, support, and oversight in the execution of communications plans for their assigned sports. This may include reviewing content, assisting with media relations strategies for their assigned sport, ensuring brand consistency across platforms, and coordinating coverage of events, press releases, and digital content. Actively mentors staff to enhance storytelling, improve workflow efficiency, and maintain high standards of accuracy and professionalism in all external communications.
- Implements strategic media relations during crisis situations, ensuring timely, accurate, and coordinated communication to protect and uphold the reputation of the Athletics Department.
- Collaborates closely between all External Affairs units, including but not limited to War Eagle Productions, War Eagle Creative, fan experience, digital marketing and revenue, ticket operations and sales, game operations, and facilities and special events, to ensure cohesive and aligned messaging across all platforms and initiatives.
- Oversees game-day communications operations, including issuing press credentials, preparing and distributing game notes, supervising the official stat crew and student assistants, and coordinating the compilation and dissemination of post-game reports.
- Leads efforts to proactively promote Auburn teams and tell key student-athlete stories. Establishes and maintains effective working relationships with members of the media to generate stories that highlight the significant achievements of the Athletics and its programs and students. Builds and maintains partnerships by cultivating relationships with campus, local, regional, and national media to collaboratively tell Auburn Athletics' story.
- May serve as communications lead for an additional sport.
- Will work nights and weekends as needed for events.

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- May perform other duties as assigned.
- 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.

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!

Contact Information

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

Contact

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