

Assistant Director, NIL Graphic Design & Branding
Auburn University

Direct Link: <https://www.AcademicKeys.com/r?job=262569>

Downloaded On: Sep. 16, 2025 4:45pm

Posted Sep. 16, 2025, set to expire Jan. 15, 2026

Job Title	Assistant Director, NIL Graphic Design & Branding
Department	War Eagle Creative
Institution	Auburn University Auburn, Alabama

Date Posted	Sep. 16, 2025
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Application Deadline	Open until filled
Position Start Date	Available immediately

Job Categories	Associate/Assistant Director
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Academic Field(s)	Public Relations/Marketing Athletics
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Job Website	https://www.auemployment.com/postings/55998
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Apply By Email

Job Description

Job Summary

Create. Inspire. Lead. Be the creative force behind Auburn's NIL success.

The **Assistant Director, NIL Graphic Design & Branding** supports Auburn Athletics' NIL Events & Strategic Initiatives unit by creating and delivering innovative design and branding solutions for NIL activations, fundraising banquets, student-athlete experiences, and donor engagement events. This role ensures all creative assets align with Auburn's brand standards while enhancing the visibility and impact of NIL initiatives. Working closely with event, marketing, and player management staff, the Assistant Director brings creative vision to life through graphics, digital media, and promotional materials that elevate student-athlete engagement, maximize revenue opportunities, and strengthen Auburn's position as a leader in the NIL landscape.

Essential Functions

Assistant Director, NIL Graphic Design & Branding Auburn University

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- Contributes to the development of the look, feel, and voice of Auburn Athletics' NIL events and strategic initiatives through innovative graphic design and branding.
- Creates brand-compliant design projects supporting NIL activations, including graphics for banquets, fan experiences, camps, concerts, fundraising initiatives, social media, videoboard, marketing collateral, recruiting showcases, and print materials.
- Assists in maintaining Auburn Athletics' core brand identity system (logos, colors, fonts, etc.) by applying brand standards across all NIL-related creative assets and educating stakeholders on proper use.
- Collaborates with NIL Events & Strategic Initiatives staff to produce creative content that enhances donor engagement, fan experiences, and student-athlete visibility.
- Supports overarching NIL marketing, communication, and promotional campaigns in alignment with Auburn Athletics' broader strategy.
- Serve as a member of the broader War Eagle Creative team to effectively support department wide initiatives, as assigned.
- Complies with all applicable NCAA, SEC, and Auburn University regulations and brand standards in the performance of job duties.
- Will be required to travel to events.
- May perform other job-related duties as assigned.

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 Graphic Design, Art, Communications, Broadcasting, Film or Television Productions, or related field and 1 year of experience in graphic design, messaging and branding.

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Associate's degree in Graphic Design, Art, Communications, Broadcasting, Film or Television Productions, or related field and 3 years of experience in graphic design, messaging and branding.

High School Diploma and 5 years of experience in graphic design, messaging and branding.
Minimum Skills, License, and Certifications

Minimum Skills and Abilities

- Knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), new media, social media, and networking.
- Strong time-management skills with the ability to handle multiple events and projects simultaneously.
- Effective communication and interpersonal skills to work with student-athletes, staff, and external partners
- Creative thinker with the ability to contribute ideas for improving events and NIL activations

Contact Information

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

Contact

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