Auburn University Job Description

Job Title: Public Affairs Consultant

Job Summary
Reporting to Executive Director of Public Affairs, the Public Affairs Consultant creates a positive public image and increases awareness of the University through strategic communication across various platforms to include, speeches, briefings, and official messages.

Essential Functions

1. Develops communications products and delivers approaches on behalf of executive leadership tailored to specific audiences in order to influence internal and external perceptions of the University. Such engagements may include, but are not limited to, speeches, briefings, video scripts, Op Eds, and official messages.
2. Creates and fosters cross-campus collaboration that shapes public perception and increases university priorities through strategic communications, marketing and positioning ensuring consistency of messages across audiences and reinforcing the vision and university objective.
3. Ensures all communications content accurately reflects executive leaders’ communication style. Coaches client representatives in effective communication for speeches or interviews.
4. Assists in developing and implementing public relations marketing strategy and creative communication plans in support of specific activities, events, services, projects and initiatives.
5. Analyzes media coverage and provides input and counsel in responding to media issues as well as to other key internal and external audiences.
6. Establishes and maintains cooperative relationships with representatives of the community, employees, colleges, schools, units, or public interest groups.
7. Prepares, develops, and distributes communications on specific topics such as message points, press releases, written and email communications, scripts, questions and answers, and web material.
8. Arranges public appearances and speeches on behalf of the executive leadership.
9. May be responsible for writing editorials and other University publications on behalf of executive leadership.
10. Assists the executive leadership in identifying public speaking opportunities and preparing for speaking events; travels with executive leadership as necessary.

Supervisory Responsibility
May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.
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Minimum Required Education and Experience

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<tr>
<th>Education</th>
<th>Minimum</th>
<th>Focus of Education/Experience</th>
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<tbody>
<tr>
<td></td>
<td>Four-year college degree</td>
<td>Degree in Journalism, Public relations, communications, or related field.</td>
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<td>Experience (yrs.)</td>
<td>5</td>
<td>Experience in writing and supporting executive level communications.</td>
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Substitutions allowed for Education:
Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:
Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge
Skills in strong communication and writing with the ability to develop impactful communications under stringent deadlines.

Certification or Licensure Requirements
None Required.

Physical Requirements/ADA
No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one’s control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing, .

Job occasionally requires walking, .

Vision requirements: Ability to see information in print and/or electronically.

Date: 8/15/2019