
Auburn University Job Description

Job Title: **Mgr, Trademark Licensing**

Job Family: No Family

Job Code: **EH01**

Grade 34: \$45,100 - \$75,100

FLSA status: Exempt

Job Summary

Manages the daily operations of the University's trademark management and licensing program.

Essential Functions

1. Manages daily communications with Auburn University's licensing agent, active licensees, potential licensees, campus constituents, and others regarding programs and processes.
2. Reviews licensee renewals/licensing requests to determine (among other specifications) uniqueness of product, distribution capabilities, program relevance, potential contribution/commitment to the program; communicates issues with all parties.
3. Monitors receipt of samples, artwork, and proposals while working with licensee to create product concepts.
4. Performs retail market surveys, attends tradeshow, and executes game day enforcement/review of counterfeit products and licensee compliance.
5. Coordinates and communicates with campus constituents, alumni, and others regarding trademark licensing policies and product acquisition options.

Supervisory Responsibility

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

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

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Business Administration, Marketing, Communications, Public Relations, or related field
Experience (yrs.)	5	Experience in a trademark licensing office/agency, working directly with a collegiate trademark licensing office while in a collegiate retail environment, collegiate media rights, collegiate athletics marketing, or collegiate products manufacturing

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

Knowledge of laws and regulations related to trademarking and licensing

Certification or Licensure Requirements

None Required

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

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 walking, sitting, talking, hearing, and lifting up to 10 pounds.

Job occasionally requires standing, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 50 pounds.

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 2/20/2013
