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## Auburn University Job Description

Job Title: **Mgr, Trademark Mktg & Promo**

Job Family: No Family

Job Code: **EH02**

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

FLSA status: Exempt

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### Job Summary

Develops and implements marketing and promotional programs to enhance sales of licensed products.

### Essential Functions

1. Develops and maintains various social media accounts to include providing information and promoting products.
2. Develops and maintains a comprehensive campus licensee and retailer list.
3. Plans and executes various campus, licensee, and retailer events aimed at promoting the production and sale of licensed products.
4. Works in conjunction with licensees to create products and promotions to enhance brand experience.
5. Defines and implements parameters of the licensing product category management program to include review and analysis of manufacturers and implementation of strategies.
6. Performs trademark research for federal registrations; communicates with appropriate individuals/entities to apply for and maintain registrations.
7. Prepares materials for and attends tradeshow.

### Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

*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>
<b>Education</b>	Four-year college degree	Degree in Business Administration, Marketing, Communications, Public Relations, or related field
<b>Experience (yrs.)</b>	5	Experience in trademark management operations

### 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 marketing, brand management, or trademark/licensing operations

### Certification or Licensure Requirements

None Required

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## 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: 1/22/2013

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