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## Auburn University Job Description

Job Title:	<b>Asst VP, Dev Comm &amp; Marketing</b>	Job Family:	No Family
Job Code:	<b>OA28</b>	Grade 39:	\$90,800 - \$151,300
FLSA status:	Exempt		

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### Job Summary

Responsible for the development, management, and execution of innovative marketing strategies and activities in support of the Office of Development, Auburn University Foundation, and university directed campaigns.

### Essential Functions

1. Creates, manages, coordinates, and executes marketing plans and strategies that achieve the goals and objectives of the Office of Development's fundraising and campaign efforts, as well as those of the Auburn University Foundation.
2. Advances the campaign brand and theme to a national audience in partnership with the University Office of Communications and Marketing, constituency development officers, and the Chief Marketing Officer in Athletics.
3. Directs the creation of marketing/advertising, fundraising, campaign, and stewardship materials for the Auburn University Office of Development and the Auburn University Foundation.
4. Provides executive oversight of Development marketing and creative team members.
5. Develops and oversees operating and campaign budgets for areas of direct responsibility.
6. Develops benchmark criteria to measure the efficiency and effectiveness of fundraising marketing programs and conducts and analyzes market research that defines the attitudes, perceptions, and behaviors of donors.
7. Identifies and develops key messages, copy points, and publicity opportunities, and ensures consistency of messages across media, events, programs, and platforms.
8. Develops a digital marketing strategy that employs the web, social media, and emerging technologies to create and disseminate content that supports the university's key funding priorities.
9. Develops and prepares executive level messages and presentation materials for the University President, Vice President, and Senior Associate Vice President for Development, Campaign Chairs, Deans, and Development Officers.
10. Provides executive writing, proposal creation, and talking points for internal and external leadership as well as edits, proofreads, reviews and/or re-writes materials written or designed by others.

### Supervisory Responsibility

Supervises others with full supervisory responsibility.

*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 Marketing, Public Relations, Communications, Journalism, English or related field
<b>Experience (yrs.)</b>	10	Experience in developing, and executing high-level marketing and communications plans.

#### **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 core marketing principles, strategies, and best practices as well as marketing and communications mediums.

#### **Certification or Licensure Requirements**

None Required

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### 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 or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires sitting, reaching, talking, hearing, handling objects with hands.

Job occasionally requires standing, walking, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 10 pounds.

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

Date: 7/31/2014

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