
Auburn University Job Description

Job Title: **Dir, Alumni Comm & Marketing**

Job Family: No Family

Job Code: **OB06**

Grade 37: \$68,700 - \$114,500

FLSA status: Exempt

Job Summary

Directs and oversees the communications, marketing, and business development functions of Alumni Affairs.

Essential Functions

1. Markets all alumni programs and projects; directs efforts aimed at growing the membership of the Auburn Alumni Association.
2. Directs and performs revenue solicitation through affinity partner contracts, sponsorship, magazine ad sales, membership dues, and other business development opportunities.
3. Directs Alumni communications areas including, but not limited to, the alumni magazine and other publications, website, and social media outlets.
4. Directs and manages the strategic planning and other business functions of multiple areas of Alumni Affairs.
5. Develops and manages a budget, ensuring consistency with financial objectives.

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 Public Relations, Communications, Marketing, Management, Business Administration, or related field
Experience (yrs.)	6	Experience in communications, marketing, sales, or management

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge

Knowledge of various marketing and communications theories, concepts, techniques, mediums, and strategies, basic accounting and budgeting principles

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 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, talking, hearing, .

Job occasionally requires standing, walking, reaching, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 25 pounds.

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

Date: 3/18/2013
