Auburn University Job Description

Job Title: Asst VP, Univ Comm & Marketing  
Job Code: OC10  
FLSA status: Exempt  
Job Family: No Family  
Grade 40: $104,500 - $174,200

Job Summary
Directs central Communications and Marketing, which is responsible for the advancement of the University's image; public, media, and community relations; branding and identity programs; advertising, promotions, and marketing; publications; communication to audiences in a crisis; and providing a resource for campus administrative and faculty leaders regarding advancement goals.

Essential Functions

1. Creates a communications program that incorporates integrated marketing concepts and is responsive to key University initiatives.
2. Leads the communications and marketing team in the areas of news, Web, broadcast, photography, publications, advertising, development communications, writing/editing, enrollment marketing, and creative/design services; manages the department budget.
3. Oversees, contributes to, and implements strategic plans for the Office of Communications and Marketing, which are tied to the mission and strategic plan of the University; consults with and advises other campus units in meeting their strategic planning goals.
4. Identifies and develops key messages, copy points, and publicity opportunities and ensures consistency of messages across media, events, programs, and platforms.
5. Edits, proofreads, and/or re-writes materials written by others.
6. Collaborates with Risk Management and Safety, incident commanders, and the Office of the President regarding the dissemination of information to University publics during emergency situations; serves in a leadership role on the University's Emergency Response/Disaster Preparedness team.
7. Manages and ensures compliance with the University's print and Web identity and graphics standards in conjunction with trademarks and licensing and other campus representatives; assists campus leadership in creative solutions.
8. Chairs the Campus Communications group.

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

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<tr>
<th>Education</th>
<th>Minimum</th>
<th>Focus of Education/Experience</th>
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<tbody>
<tr>
<td>Degree in</td>
<td>Four-year college degree</td>
<td>Degree in Communications, Public Relations, Marketing or</td>
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<tr>
<td>Communications,</td>
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<td>related field</td>
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<td>Public Relations,</td>
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<td>Marketing or related field</td>
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<tr>
<th>Experience (yrs.)</th>
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<tr>
<td></td>
<td>Experience in communications services and program management</td>
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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 communication mediums, theories, concepts, techniques, and strategies. Ability to write for various audiences and in various formats.

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 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, handling objects with hands, .

Job occasionally requires standing, walking, reaching, and lifting up to 10 pounds.

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

Date: 1/5/2015