
Auburn University Job Description

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

Job Summary

Directs communications and marketing at the central level, with responsibilities including, but not limited to: advancement of the University's image; public and media relations; branding and identity programs; advertising, promotions, and marketing; publications and crisis communications. Provides resources 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.
9. Developing and overseeing implementation of campaigns to drive positive media coverage in traditional and online media.

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> |
|--------------------------|--------------------------|--|
| Education | Four-year college degree | Degree in Communications, Public Relations, Marketing or related field |
| Experience (yrs.) | 7 | Experience in communications services and program 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 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
