
Auburn University Job Description

Job Title: **Dir, Univ Mktg&Creative Svcs**

Job Family: No Family

Job Code: **OC13**

Grade 38: \$78,900 - \$131,600

FLSA status: Exempt

Job Summary

Oversees a comprehensive marketing communications program for Auburn University.

Essential Functions

1. Chairs the University's Integrated Marketing Committee to ensure unified marketing communications.
2. Creates and executes marketing communications, branding, and identity plans and programs.
3. Identifies and develops key messages and copy points, and ensures consistency of messages across media, events, programs, and platforms.
4. Reviews and manages marketing communications, creative concepts, and advertising pieces.
5. Consults with University clients on strategies, market research and analysis, and promotion management.
6. Develops and manages annual plans and budgets.

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 Communications, Public Relations, Marketing or related field
Experience (yrs.)	7	Experience in developing and/or coordinating marketing communications programs

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 communication theories, concepts, techniques, and strategies.

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 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 sitting, reaching, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 25 pounds.

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

Date: 1/3/2012
