Auburn University Job Description

Job Title: Mgr, News and Web Services
Job Code: OC16*
FLSA status: Exempt

Job Summary
Provides internal and external communications services in print and electronic environments and acts as University spokesperson.

Essential Functions
1. Writes, edits and delivers messages tailored to specific audiences, internal and external, disseminating them through electronic or traditional means.
2. Manages the overall university website content, and assists in site development for other campus areas.
3. Acts as spokesperson and aids in media relations and general communications counsel for assigned campus clients.
4. Promotes consistency of message and adherence to the university mission through cooperative efforts with others within the university.
5. Assists in strategy and planning for strategic communications and promotes and contributes to a proactive and creative communication plan for the campus community that incorporates integrated marketing communications concepts and is responsive to key university strategic initiatives.
6. Markets news stories to local, state, and national media and assists reporter in comprehensive understanding of stories.

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.*
## Auburn University Job Description

### 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>Four-year college degree</td>
<td>Degree in Communications, Journalism, Marketing, Public Relations or related field</td>
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#### Experience (yrs.)

- 5

Experience in print and electronic communications services

### 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 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, and lifting up to 50 pounds.

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

Date: 1/5/2012