Auburn University Job Description

Job Title: Asst VP, Univ Comm & Market  
Job Code: OC21  
FLSA status: Exempt  

Job Summary
Provides administrative and fiscal oversight and control over the Communication and Marketing Department.

Essential Functions

1. Provides senior leadership and direction to the department and staff on the overarching activities and projects that will result in the accomplishment of the University's stated communications and marketing goals.
2. Counsels and advises the University's senior level administrators on significant communications issues.
3. Responsible for fiscal oversight of assigned departments, including administrative systems, regulatory compliance, and internal controls and audits.
4. Plans the University's broad goals and initiatives in communications and marketing by analyzing trends and patterns in higher education to ensure the University is aware of changes in the academic environment.
5. Recommends and implements new business concepts, systems, technologies, and programs to benefit the University.
6. Represents the University's communications and marketing interests to the campus's internal community and its external constituencies.
7. Participates in local, regional, and national organizations and conferences in an attempt to position the University as a leader in the higher education field.

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.
**Auburn University Job Description**

**Minimum Required Education and Experience**

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<thead>
<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 Journalism, Communications, Marketing, Business or related field</td>
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<tr>
<td>Journalism,</td>
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<td>Experience in management of marketing and communications services</td>
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<td>Communications,</td>
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<td>or related field</td>
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<tr>
<td>Experience (yrs.)</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 marketing and communication 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, .

Job occasionally requires standing, walking, reaching, handling objects with hands, and lifting up to 25 pounds.

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

Date: 12/16/2011