
Auburn University Job Description

Job Title:	Spec, Comm &Marketing-Dept	Level I	Grade 31 \$31,300 - \$52,100
Job Code:	OC22	Level II	Grade 32 \$35,000 - \$58,400
FLSA status:	Exempt	Level III	Grade 33 \$39,300 - \$65,500

Job Summary

Creates communications, marketing and promotional material delivered through various mediums in a college, school, or department.

Essential Functions

1. Develops marketing and communication plans to promote the vision, mission, goals and achievements of a school, college, department, alumni or University program directly engaged in instruction, research or outreach.
2. Researches, designs and composes content for dissemination through a variety of mediums, such as internal or external publications, brochures, posters, newsletters, websites, presentations, development/fundraising materials, press packages, or broadcast media.
3. Coordinates the production of materials to include content/style editing, designing, printing, photography and/or copywriting.
4. Coordinates marketing and communication calendars, production schedules and deadlines, including coordination of work carried out by external vendors.
5. Submits material to journals, associations or other external media, either proactively or in response to requests.
6. Evaluates effectiveness of communications, public relations, and/or marketing programs.
7. Prepares press releases and participates in public relations activities, in conjunction with University staff.
8. Plans and organizes special events and meetings, as well as participation at conferences or trade shows.
9. May maintain files, databases and electronic records of materials.
10. May develop and manage a unit budget as well as assist with preparation of contract or grant proposals.

Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

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

Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under immediate supervision, performs standard tasks using established methods, principles, concepts and procedures related to a specialized field. Judgments are made on routine matters of relatively small impact.	Knows fundamental concepts, practices and procedures of particular field of specialization.	Bachelors degree in discipline appropriate to position with no experience.
II	Under close supervision, performs varied duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.	Knows and applies fundamental concepts, practices, and procedures of particular field of specialization, with awareness of related fields.	Bachelors degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
III	Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined, but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to managers or faculty.	Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. Also possesses knowledge of related fields and areas of operation which affect, or are affected by, own area.	Bachelors degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

Auburn University Job Description

Minimum Required Education and Experience

- Level I** Bachelors degree in discipline appropriate to position with no experience.
- Level II** Bachelors degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level III** Bachelors degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

Focus of Education

Degree in Journalism, Communications, Marketing or related field

Focus of Experience

Experience in marketing and communications services to include print journalism

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

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, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, and lifting up to 25 pounds.

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

Date: 1/5/2012
