Auburn University Job Description

Job Title: Dir, Public Affairs
Job Code: OC23
FLSA status: Exempt

Job Summary
Provides expertise and support concerning strategic issue management to executive officers of the University.

Essential Functions

1. Identifies emerging internal and external issues with the potential to generate public interest and affect the University's external reputation.

2. Develops background information on key institutional priorities and issues in collaboration with University administrators, staff, and faculty.

3. Develops and monitors progress on internal and external plans for key University priorities and emerging issues.

4. Writes talking points for University spokespeople and provides coaching and training for public communications interaction.

5. Advances communications on specific topics and issues by working collaboratively with media relations staff to develop communications such as message points, press releases, written and e-mail communications, scripts, questions and answers, and web material.

6. Stays informed about trends, issues, policies, and strategic priorities through strong contacts in key academic and administrative areas of the University.

7. Responds to media inquiries for information regarding assigned issues and collaborates with media relations staff to provide reporters with background materials and link them with appropriate University sources.

8. Serves as communications liaison to government relations office and develops and implements strategies to support its goals and priorities.

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

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<th>Education</th>
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<th>Focus of Education/Experience</th>
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<tr>
<td></td>
<td>Four-year college degree</td>
<td>Degree in Mass Communications, Public Relations or related field</td>
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| Experience (yrs.) | 7                        | Experience in public affairs and 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 public affairs 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.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, reaching, talking, hearing, .

Job occasionally requires standing, walking, handling objects with hands, and lifting up to 10 pounds.

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

Date: 1/3/2012