
Auburn University Job Description

Job Title: **Exec Dir, Public Affairs**

Job Family: No Family

Job Code: **OC23**

Unclassified

FLSA status: Exempt

Job Summary

The Exec Dir, Public Affairs is a member of the President's Cabinet and serves as the senior executive responsible for building, enhancing, and protecting the reputation of Auburn University while driving business results through day-to-day management of university public affairs and communication functions. Provides strategic direction and supervision to the Office of University Communications and Marketing. Fosters cross-campus collaboration advancing university priorities through strategic communications, marketing, and positioning. Leads federal relations efforts, creating positive working relationships with federal officials, advocating for university public policy goals, and advancing university programs that intersect with the federal government.

Essential Functions

1. Serves as chief communications and marketing strategist for the university. Leads university external communications, setting and implementing strategy that supports key institutional priorities, raising the university's visibility and enhancing the university's reputation.
 2. Serves as a member of the President's Cabinet, advising the president and senior leadership on communications, marketing, crisis management, and external relations. Stays informed about trends, issues, policies, and strategic priorities through strong contacts in key academic and administrative areas of the University.
 3. Provides strategic direction and supervision to the Office of University Communications and Marketing.
 - Oversees development and implementation of earned and paid media, marketing materials, crisis communication, digital media, and other public-facing messaging. Identifies emerging internal and external issues with the potential to generate public interest and affect the university's external reputation.
 - Collaborates with University Communications and Marketing regarding the dissemination of information to the university as well as public.
 - Supports communication and marketing personnel in the colleges, schools and units promoting the achievement of staff to enhance institutional branding at the local, regional, state, and national level.
 4. Creates and fosters cross-campus collaboration that advances university priorities through strategic communications, marketing and positioning ensuring consistency of messages across audiences, reinforcing the vision and university objective.
 5. Supervises and provides strategic direction to the Assistant to the President, Communications in preparing speeches, talking points, media backgrounders, and other items of correspondence and communication for the President.
 6. 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.
 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. Leads federal relations efforts, creating positive working relationships with federal officials,
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advocating for university public policy goals and advancing university programs that intersect with the federal government.

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.



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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 Mass Communications, Marketing, Business, Public Relations or related field
Experience (yrs.)	10	<p>Increasing responsibility in corporate communications strategies and execution, including public relations, crisis management, community relations, media relations, and executive communications and marketing in a director level position or above. At least 5 years of which have been the supervision of full-time employees.</p> <p>Preferred experience working in a large public non-profit or government agency and/or public research university.</p>

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Demonstrated ability of communication and collaboration skills with a record of accomplishment of successfully interfacing with executives and influencers that are internal and external. Demonstrated success at managing large and diverse organizations. Demonstrated ability to develop strategic plans and policies and to orient people toward achieving desired results. Demonstrated commitment to organizational effectiveness and excellence.

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,

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: 2/7/2019
