
Auburn University Job Description

Job Title:	Spec, Comm &Marketing-Ctrl	Level I	Grade 31 \$31,300 - \$52,100
Job Code:	OC28	Level II	Grade 32 \$35,000 - \$58,400
FLSA status:	Exempt	Level III	Grade 34 \$45,100 - \$75,100

Job Summary

Creates communications, marketing and promotional material delivered through various mediums at the University level.

Essential Functions

1. Develops communication and/or marketing plans to promote the vision, mission, goals and achievements of the University.
2. Researches 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. Prepares and/or coordinates advertising, media-buying, and prospect-based marketing plans.
5. Coordinates marketing and communication calendars, production schedules and deadlines, including coordination of work carried out by external vendors.
6. Submits material to journals, associations or other external media, either proactively or in response to requests.
7. Evaluates effectiveness of communications, public relations, and/or marketing programs.
8. Prepares press releases and participates in public relations activities for the University.
9. Plans and organizes special events and meetings, as well as participation at conferences or trade shows.
10. Maintains files, databases and electronic records of materials.

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.

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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.

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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.

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, handling objects with hands, .

Job occasionally requires standing, walking, and lifting up to 10 pounds.

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

Date: 1/5/2012
