
Auburn University Job Description

Job Title: **Mgr, Comm & Marketing**

Job Family: No Family

Job Code: **OC37**

Grade 35: \$51,900 - \$86,400

FLSA status: Exempt

Job Summary

Manages the communication and marketing services for a department, small division or college.

Essential Functions

1. Manages the daily administration and functional duties in relation to communication and marketing.
2. Develops and manages department budgets as well as prepares contracts or grant proposals.
3. Serves as a liaison with local, regional, and national media representatives.
4. Manages the implementation of communications, public relations, and marketing strategies designed to support the department.
5. Writes and edits the release of information intended for promotion of the department, publications, and/or distribution to the media.
6. Advises, collaborates, and consults with departments and school/college regarding communications, public relations, and marketing issues and directives.

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

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Journalism, Communications, Marketing, Business or related field
Experience (yrs.)	5	Experience in marketing 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 marketing and communication theories, concepts, techniques, mediums and strategies. Ability to write for various audiences and in various formats.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

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, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 50 pounds.

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

Date: 12/15/2011

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