Auburn University Job Description

Job Title: Dir, Univ Comm Svcs
Job Code: OC39
FLSA status: Exempt

Job Summary
Directs and supervises all central news and electronic employees and functions of the university, leads publicity, promotional, crisis management, media relations, and social media strategies targeted to regional, national and international audiences, advising, consulting with, and providing central resources to decentralized campus communicators, deans and the president’s office.

Essential Functions

1. Directs news (media relations) staff and electronic (multimedia) staff, as well as editor/writers, specialists and coordinators, and Game Day communicators, in disseminating messages to all university constituents locally, regionally, nationally, and internationally, and leads internal communications to staff, faculty, students, and alumni.
2. Writes and disseminates key messages from the president to those communities and to the media.
3. Provide direct supervision of university web and social media content for all primary university pages, establishing and enforcing standards and policy for such use, and consulting with deans and senior staff to deliver messages tailored for specific audiences.
4. Oversees and leads the development and implementation of communications, media relations, and news related policies and procedures.
5. Directs and promotes creative communications that expand marketing efforts and key university strategic initiatives.
6. Promotes consistency of messages and adherence to University policy through cooperative efforts with others within the university.
7. Acts as University spokesperson and leads communication efforts of Emergency Management.
8. Leads training initiative for faculty and staff in preparation for appearing in media situations.

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>Focus of Education/Experience</th>
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<tbody>
<tr>
<td>Education</td>
<td>Four-year college degree</td>
<td>Degree in Communications, Journalism, Marketing, Public Relations or related field</td>
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<td>Experience (yrs.)</td>
<td>8</td>
<td>Experience in print and electronic communications services, media relations, and/or journalism.</td>
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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 communication mediums, theories, concepts, techniques, and strategies. Ability to write for various audiences and in various formats.

Certification or Licensure Requirements
None Required.

Physical Requirements/ADA
Working conditions and work demands vary by position.

Externally imposed deadlines; set or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires standing, walking, sitting, reaching, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires and lifting up to 50 pounds.

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

Date: 11/7/2011