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## Auburn University Job Description

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|--------------|----------------------------|-------------|----------------------|
| Job Title:   | <b>Dir, Univ Comm Svcs</b> | Job Family: | No Family            |
| Job Code:    | <b>OC39</b>                | Grade 38:   | \$78,900 - \$131,600 |
| FLSA status: | Exempt                     |             |                      |

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### Job Summary

Directs the functions and personnel related to central news and electronic communications of the university to include (but not limited to) publicity, crisis management, and social media strategies.

### Essential Functions

1. Directs and leads staff members in disseminating messages to all university constituents, both internal and external; manages and disseminates key messages from the President to all constituents and the media.
2. Directs communications relating to research, outreach, development, instruction, game day, and individual schools and colleges to ensure dissemination of consistent messages regarding the university.
3. Collaborates with marketing and creative services to ensure publicity, electronic efforts, and strategic campaigns complement and enhance marketing efforts.
4. Provides leadership to a large group of decentralized campus communicators, including final authority on editing and dissemination of news items.
5. Monitors and directs all university web and social media content, ensuring comparability to peer institutions, use of current technologies, and delivery of specifically tailored messages.
6. Creates and directs implementation of a university communications/media relations plan.
7. Leads crisis communications efforts and planning, serves as University spokesperson/certified public information officer, and directs training efforts for faculty and staff who may be exposed to the press.
8. Initiates and directs transition from print publications to electronic and online communication formats when necessary as dictated by user preferences.

### 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>  |
|--------------------------|--------------------------|---|
| <b>Education</b>         | Four-year college degree | Degree in Communications, Journalism, Marketing, Public Relations or related field  |
| <b>Experience (yrs.)</b> | 8                        | Experience in print and electronic communications services, media relations, and/or journalism. Must have at least 2 years' experience supervising full time employees. |

#### **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.

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### 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 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 sitting, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, and lifting up to 25 pounds.

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

Date: 5/5/2017

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