
Auburn University Job Description

Job Title: **Mgr, ACES Comm & Mktg**

Job Family: No Family

Job Code: **OC42**

Grade 34: \$45,100 - \$75,100

FLSA status: Exempt

Job Summary

Manages a defined segment of the overall ACES communications and marketing department.

Essential Functions

1. Manages the daily administration and operations of a specific functional area within ACES communications and marketing.
2. Manages budgets for assigned functional area.
3. Serves as liaison to entities both internal and external to ACES, as necessary; collaborates with others on projects and initiatives.
4. Manages the implementation of communications, public relations, and/or marketing strategies.
5. Provides management of projects and initiatives related to communications and marketing.
6. May create or edit materials intended for the promotion of ACES educational products and the overall ACES brand.
7. May provide a variety of creative, graphical, editorial, or artistic services in support of the overall ACES mission.

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, or related field
Experience (yrs.)	3	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 communications theories, concepts, techniques, mediums, and strategies

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 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.

Vision requirements: Ability to see information in print and/or electronically.

Date: 4/25/2014
