

## JOB INFORMATION

|                       |                     |
|-----------------------|---------------------|
| Job Code              | OC61                |
| Job Description Title | Brand Manager       |
| Pay Grade             | MC10                |
| Range Minimum         | \$58,940            |
| 33rd %                | \$72,700            |
| Range Midpoint        | \$79,570            |
| 67th %                | \$86,450            |
| Range Maximum         | \$100,200           |
| Exemption Status      | Exempt              |
| Approved Date:        | 3/5/2024 3:29:49 PM |

## JOB FAMILY AND FUNCTION

|               |                                         |
|---------------|-----------------------------------------|
| Job Family:   | Marketing, Communications, & Multimedia |
| Job Function: | Marketing                               |

## JOB SUMMARY

The Brand Manager oversees the day-to-day processes related to the Auburn University brand identity, ensuring its consistency and effectiveness across various projects. Leads brand training efforts, tracks adoption, and maintains branding assets, contributing to the university's cohesive brand presence. Collaborating both internally with the Office of Communications & Marketing team and with campus partners across all colleges and units to ensure the proper understanding, use, and adoption of Auburn's brand.

## RESPONSIBILITIES

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| <ul style="list-style-type: none"> <li>Manages the Brand Review submission process, ensuring a streamlined intake and completion process while prioritizing project needs and effectively communicating any required approvals or changes to align with brand standards. Provides consultation regarding design assistance to campus partners and team members to ensure brand compliance.</li> <li>Serves as a subject matter expert regarding brand standards, guidelines, and processes, offering valuable insights and advice to campus partners and colleagues.</li> <li>Leads brand training initiatives across campus, developing training plans, modules, and conducting training sessions in regards to understanding the branding and how to apply elements to communications. Monitors and tracks training progress while identifying opportunities for improvement.</li> <li>Monitors brand adoption through surveys, brand reviews, and other methods to ensure alignment with adoption goals, addressing any gaps in the process.</li> <li>Maintains the branding elements in the Brand Center/Digital Asset Management system, ensuring current assets and information are available and making necessary updates as needed.</li> <li>Collects and reviews feedback from campus partners to enhance branding input and address evolving needs.</li> <li>Monitors the Brand Support email inbox, promptly addressing brand-related inquiries and issues.</li> <li>Maintains the inventory of internal branded promotional items, including research, pricing, proper brand application, and ordering.</li> </ul> |
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The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

## SUPERVISORY RESPONSIBILITIES

|                            |                                                                                                                                       |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Supervisory Responsibility | May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees. |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------|

## MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

## MINIMUM EDUCATION & EXPERIENCE

| Education Level   | Focus of Education                                                       |     | Years of Experience | Focus of Experience                                                     |  |
|-------------------|--------------------------------------------------------------------------|-----|---------------------|-------------------------------------------------------------------------|--|
| Bachelor's Degree | in Communications, Marketing, Business Administration, or related field. | and | 5 years of          | experience in marketing and communications supporting brand management. |  |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

|                                                                                                                                                                                                    |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| An understanding of branding principles as well as a passion for branding and achieving brand consistency across all communications.                                                               | And |
| Understanding of basic design principles with the ability to recognize and address brand design application issues and converse knowledgeably with campus designers regarding submitted materials. | And |
| Technological skills to learn and become proficient in use of the department's brand review submission process and digital asset management systems.                                               | And |
| Excellent presentation skills with the ability to conduct brand training for campus communicators, designers, agencies/freelancers on use of brand guidelines, resources and tools.                | And |
| Strong interpersonal skills to work effectively with contacts across campus. Ability to work in a fast-paced environment under tight deadlines.                                                    | And |
| Creative thinker with the ability to solve brand compliance issues and offer solutions.                                                                                                            | And |
| Willingness to accept feedback and to continue learning and growing relevant knowledge and skills.                                                                                                 |     |

## MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired |  |
|-------------------------|--------------------------------|------------|------------------|--|
| None Required.          |                                |            |                  |  |

## PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Office and Administrative Support

## PHYSICAL DEMANDS

| Physical Demand               | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|--------|
| Standing                      |       |        | X            |            |            |        |
| Walking                       |       |        | X            |            |            |        |
| Sitting                       |       |        |              |            | X          |        |
| Lifting                       |       | X      |              |            |            |        |
| Climbing                      |       | X      |              |            |            |        |
| Stooping/ Kneeling/ Crouching |       | X      |              |            |            |        |
| Reaching                      |       | X      |              |            |            |        |
| Talking                       |       |        |              |            | X          |        |
| Hearing                       |       |        |              |            | X          |        |
| Repetitive Motions            |       |        |              | X          |            |        |
| Eye/Hand/Foot Coordination    |       |        |              | X          |            |        |

WORKING ENVIRONMENT

| Working Condition    | Never | Rarely | Occasionally | Frequently | Constantly |
|----------------------|-------|--------|--------------|------------|------------|
| Extreme temperatures |       | X      |              |            |            |
| Hazards              |       | X      |              |            |            |
| Wet and/or humid     |       | X      |              |            |            |
| Noise                |       |        | X            |            |            |
| Chemical             |       | X      |              |            |            |
| Dusts                |       | X      |              |            |            |
| Poor ventilation     |       | X      |              |            |            |

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