
Auburn University Job Description

Job Title: **Chief Marketing Officer, Ath**

Job Family: No Family

Job Code: **BA61**

Unclassified

FLSA status: Exempt

Job Summary

The Chief Marketing Officer is responsible for the development and execution of innovative marketing strategies that will optimize the value of the Auburn Athletics brand and improve communication with donors and fans.

Essential Functions

1. Develops business plans that define the brand positioning, critical success factors, contingencies, and resource requirements.
2. Creates, manages, coordinates, and executes marketing strategies and tactical plans that achieve the goals and objectives of the Auburn Athletics department.
3. Advances the Auburn University Athletics brand identity and broadens the national recognition of the "true story" behind Auburn University's athletic programs.
4. Provides executive oversight of marketing activities including public relations, media, event management, and advertising and promotions.
5. Develops and oversees operating budgets for areas of direct responsibility.
6. Develops benchmark criteria to measure the efficiency and effectiveness of marketing programs.
7. Conducts and analyzes marketing research that defines the attitudes, perceptions, and behaviors of donors and fans.
8. Coaches, mentors, and raises the team's ability to exceed departmental expectations while creating opportunities for succession planning.
9. Develops and prepares key messages and presentation materials for the Athletics Director.
10. Represent the Athletics Department at athletic events, social and business engagements, meetings, media interviews and other events.

Supervisory Responsibility

Supervises others with full supervisory responsibility.

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 Marketing, Business or related field
Experience (yrs.)	10	Experience in developing, coordinating, and executing high-level marketing plans

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 core marketing principles, fiscal management theories, and budget planning and forecasting.

Certification or Licensure Requirements

None Required

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 standing, sitting, reaching, talking, hearing, .

Job occasionally requires walking, handling objects with hands, and lifting up to 10 pounds.

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

Date: 7/23/2013
