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## Auburn University Job Description

Job Title: **Dir, Comm & External Relations**

Job Family: No Family

Job Code: **BA85**

Grade MC13 \$77,000 - \$138,600

FLSA status: Exempt

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### Job Summary

Under general direction by the Dean of a large college or school, the Director of Communications and External Relations develops and implements strategy in the execution of all communications, building relationships with alumni and other stakeholders, and media relations to communicate programs and successes of the college or school. This position leads, motivates, and supervises a team that executes the planned strategy in reaching and engaging current and new audiences.

### Essential Functions

1. Develops strategy, in collaboration with the college's leadership, in establishing and maintaining relationships with external key partners and promoting the success of the college. Provides overall management and direction for external engagement with college alumni and stakeholders. Develops and grows alumni and stakeholder relationships through activities including lecture series, alumni events, award programs, etc.
2. Directs and manages marketing, communications, public relations, and general college external relations programs and college events.
3. Serves as an initial point of contact for media requests and works closely with the University's Office of Communications and Marketing and the Office of Alumni Relations. Ensures communication products are of the highest quality and contain approved and appropriate content.
4. Organizes and leads the execution of the college wide initiatives as assigned by the Dean. Coordinates, manages, and directs special projects and provides facilitation of proposal preparation and presentation as required by the Dean.
5. Leads, motivates, develops, trains, and supervises the communications unit within the college in branding and communications related to the college's programs.
6. Oversees responsible staff for management of the college website to maintain accurate, up-to-date information and directs the generation of news release copy, publication materials, social media, and electronic media submissions and releases.
7. Develops and manages departmental budget to include developing, reviewing and approving financial reports, vouchers, and acquisitions.
8. Other related duties as assigned by supervisor.

### 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 Public Relations, Communications, Marketing, or related field.
<b>Experience (yrs.)</b>	10	Experience in external relations and communications industry related to academic, media, marketing, and/or public relations. 2 years of experience supervising full time employees.

#### **Substitutions allowed for Education:**

Indicated education is required; no substitutions allowed.

#### **Substitutions allowed for Experience:**

Indicated experience is required; no substitutions allowed.

#### **Minimum Required Knowledge**

Knowledge of broadcast, electronic and print mediums, and related industries operational practices. Established working relationships with local, state, and national media and communication outlets.

#### **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.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

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

Job occasionally requires climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 25 pounds.

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

Date: 8/1/2019

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