

### JOB INFORMATION

Job Code	ED31
Job Description Title	Dir, Strategic Comm &Marketing
Pay Grade	MC12
Range Minimum	\$70,880
33rd %	\$89,780
Range Midpoint	\$99,240
67th %	\$108,690
Range Maximum	\$127,590
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/30/2023

### JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

### JOB SUMMARY

Reporting to the Executive Director of Public Affairs, the Director of Strategic Communications & Marketing focuses on creative strategy, content creation, and implementation and assessment of communication and marketing strategies. Collaborating with administrators and communicators across campus, the director works on the alignment, consistency, and integration of university messaging and communication and marketing products. Ensures the development of integrated campaigns that reflect Auburn's unique strengths in instruction, research and scholarship, and outreach/extension. Identifies and implements creative strategies that raise Auburn's national profile as a leading land-grant university.

### RESPONSIBILITIES

- Prepares senior university leadership for public events.
- Participates and leads campus collaborative teams that identify, develop, implement, and manage integrated communication and marketing strategies that advance institutional goals and elevate Auburn's national visibility in compelling, creative and measurable ways.
- Contributes to development of institutional communication and marketing strategy as a member of the university's senior communications team.
- Works with central and campus communicators and key administrators to assess and prioritize marketing needs.
- Reviews and approves creative collateral and adjusts messaging and tactical execution as needed.
- Works with communications' staff to develop strategy for disseminating major university announcements, including the coordination of diverse communications plans.
- Represents, as needed, the executive director of public affairs in meetings, strategy sessions, and work groups.

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.
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### 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	Degree in Journalism, Public relations, communications, or related field.	and	5 years of	Experience in writing and supporting executive level communications.	

### MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Skills in strong communication and writing with the ability to develop impactful communications under stringent deadlines.

### MINIMUM LICENSES & CERTIFICATIONS

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

### PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:

### 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 cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			

## WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

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