

### JOB INFORMATION

|                         |                               |
|-------------------------|-------------------------------|
| Job Code                | EH01                          |
| Job Description Title   | Asst Dir, Trademark Licensing |
| Pay Grade               | LC10                          |
| Range Minimum           | \$60,310                      |
| 33rd %                  | \$74,390                      |
| Range Midpoint          | \$81,420                      |
| 67th %                  | \$88,460                      |
| Range Maximum           | \$102,530                     |
| Exemption Status        | Exempt                        |
| Approved Date:          | 1/1/1900 12:00:00 AM          |
| Legacy Date Last Edited | 2/20/2013                     |

### JOB FAMILY AND FUNCTION

|               |                           |
|---------------|---------------------------|
| Job Family:   | Legal, Compliance & Audit |
| Job Function: | Intellectual Property     |

### JOB SUMMARY

Manages the daily operations of the University's trademark management and licensing program.

### RESPONSIBILITIES

- Manages daily communications with Auburn University's licensing agent, active licensees, potential licensees, campus constituents, and others regarding programs and processes.
- Reviews licensee renewals/licensing requests to determine (among other specifications) uniqueness of product, distribution capabilities, program relevance, potential contribution/commitment to the program; communicates issues with all parties.
- Monitors receipt of samples, artwork, and proposals while working with licensee to create product concepts.
- Performs retail market surveys, attends tradeshow, and executes game day enforcement/review of counterfeit products and licensee compliance.
- Coordinates and communicates with campus constituents, alumni, and others regarding trademark licensing policies and product acquisition options.

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 | Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions. |
|----------------------------|---|

### 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 Business Administration, Marketing, Communications, Public Relations, or related field | and | 5 years of          | Experience in a trademark licensing office/agency, working directly with a collegiate trademark licensing office while in a collegiate retail environment, collegiate media rights, collegiate athletics marketing, or collegiate products manufacturing |  |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

|   |  |
|---|--|
| Knowledge of laws and regulations related to trademarks and licensing.  |  |
| Knowledge and ability to implement social media marketing strategies.   |  |
| Knowledge and skills related to website maintenance and updates via WordPress, CSS and HTML.                        |  |
| Knowledge of graphic design abilities using Photoshop, Illustrator, and basics of photography.                      |  |
| Knowledge of current economic, retail and manufacturing skills is recommended.                                      |  |
| Proficient in Word, Excel, and PowerPoint and Cloud based systems.  |  |
| Knowledge and skills related to use of Salesforce, Mail chimp and other data collection and communication software. |  |

## MINIMUM LICENSES & CERTIFICATIONS

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

## PHYSICAL DEMANDS & WORKING CONDITIONS

|                            |       |
|----------------------------|-------|
| Physical Demands Category: | Other |
|----------------------------|-------|

## 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            |            |            |

## WORKING ENVIRONMENT

| Working Condition      | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Humidity               |       |        | X            |            |            |
| Wet                    |       |        | X            |            |            |
| Noise                  |       |        | X            |            |            |
| Hazards                |       |        | X            |            |            |
| Temperature Change     |       |        | X            |            |            |
| Atmospheric Conditions |       |        | X            |            |            |
| Vibration              |       |        | X            |            |            |

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