
Auburn University Job Description

Job Title: **Asst Dir, Alumni Comm & Mktg**

Job Family: No Family

Job Code: **OB10**

Grade MC11 \$61,700 - \$104,900

FLSA status: Exempt

Job Summary

Reporting to the Director, Alumni Communications and Marketing, oversees the daily operations of the communications and marketing functions of Alumni Affairs and the Auburn Alumni Association.

Essential Functions

1. Assists in the development, implementation, and evaluation of a comprehensive strategic communications plan for the Auburn Alumni Association that is in alignment with its missions, vision, and goals.
2. Serves as the managing editor for all association related communications, including the production of the Auburn Magazine.
3. Serves as a liaison to the Auburn University campus communicators group.
4. Responsible for the development and management of a budget for related functions.
5. Coordinates marketing efforts with sponsoring and partnering organizations with regards to strategic planning, fundraising and publicity.
6. Serves as the primary brand manager for the Auburn Alumni Association.

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>
Education	Four-year college degree	Degree in Journalism, Communications, Marketing, Business or related field.
Experience (yrs.)	5	Experience in marketing and communications services.

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 various marketing and communications theories, concepts, techniques, mediums, and strategies, basic accounting and budgeting principles.

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.

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 sitting, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, and lifting up to 25 pounds.

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

Date: 10/16/2018
