
Auburn University Job Description

Job Title: **Exec Marketing Officer**

Job Family: No Family

Job Code: **OB12**

Grade UA13 \$111,300 - \$222,600

FLSA status: Exempt

Job Summary

Reporting to Auburn Advancement's Chief Operating and Strategy Officer and working directly with the Advancement leadership team and SVP, the Executive Marketing Officer collaborates with all advancement colleagues, campus partners, and constituents to develop custom content strategy and execution to increase awareness, engagement, and investment in Auburn University.

Essential Functions

1. Through new and emerging tools, systems, and teams drives increased investment in Auburn University focusing on fundraising performance, product and/or fund creation, gift level strategies and execution, advertising and promotion effectiveness, distribution effectiveness, micro-market delivery, and constituent satisfaction.
2. Partners with all stake holders to drive full integration and alignment between all revenue and engagement functions.
3. Guided by data and decision science, collaborates across Auburn Advancement and Auburn University to create unique content strategy and execution across all platforms to targeted audiences, to drive brand awareness, affiliation, and philanthropy.
4. Conducts market research, content trends, and creates content to specifically meet the business needs of Auburn University and Auburn Advancement.
5. Develops marketing campaigns and product launches, partnering to build print, digital, video, and emerging design elements to ensure maximum consumer engagement.
6. Advises and educates advancement staff on defined markets and corresponding strategies.
7. Evaluates, tests, and re-tests appeals and campaigns, partnering with data and decision science to strengthen predictive models.
8. Working across multiple business functions, partners in building content to increase engagement, grow donor base, and loyalty to Auburn University.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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	No specific discipline. Degree in Public Relations, Communications, Journalism, Marketing, Management Information Systems, or related field is desired. Master's degree is desired.
Experience (yrs.)	10	Directly responsible experience in marketing project management with progressively increasing levels of responsibility and accountability.

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. Ability to lead through influence and partnerships. Strong interpersonal skills, ability to develop strategic marketing plans within university settings, and ability to lead teams through influence and partnership.

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 and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires standing, walking, sitting, talking, hearing, .

Job occasionally requires and lifting up to 10 pounds.

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

Date: 10/13/2021
