
Auburn University Job Description

Job Title:	Spec, Multimedia	Level I	Grade MC07 \$41,600 - \$62,400
Job Code:	OC01	Level II	Grade MC08 \$45,000 - \$72,000
FLSA status:	Exempt	Level III	Grade MC09 \$50,600 - \$81,000

Job Summary

Designs, develops, writes and maintains textual and graphic web page content and electronic news distributions.

Essential Functions

1. Posts news online and assists with production of electronic communications efforts in collaboration with a team of communications, writing, and editing professionals to include (but not limited to) production, design, and electronic distribution efforts.
2. Designs and implements effective Web pages for the University and campus departments.
3. Plans web site content and graphics to mirror the overall Communications and Marketing plan and University mission.
4. Assists in writing and editing internal and/or external stories, articles, newsletters, advertisements, invitations and/or news releases for publications, the media, and other outlets.
5. Assists in developing and implementing Web standards and templates that reflect institutional marketing standards.
6. Consults with and trains campus communicators on Web strategies, Web maintenance issues, and/or Web template usage.

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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Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under immediate supervision, performs standard tasks using established methods, principles, concepts and procedures related to a specialized field. Judgments are made on routine matters of relatively small impact.	Knows fundamental concepts, practices and procedures of particular field of specialization.	Bachelor's degree in discipline appropriate to position with no experience.
II	Under close supervision, performs varied duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.	Knows and applies fundamental concepts, practices, and procedures of particular field of specialization, with awareness of related fields.	Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
III	Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined, but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to managers or faculty.	Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. Also possesses knowledge of related fields and areas of operation which affect, or are affected by, own area.	Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

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Minimum Required Education and Experience

- Level I** Bachelor's degree in discipline appropriate to position with no experience.
- Level II** Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level III** Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

Focus of Education

Degree in Journalism, Communication, Marketing, Public Relations, or related field

Focus of Experience

Experience in multimedia technologies

Substitutions allowed for Education:

When a candidate has the required experience, but lacks the required education, they may normally apply additional relevant experience toward the education requirement, at a rate of two (2) years relevant experience per year of required education.

Substitutions allowed for Experience:

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge

See Job Family Levels

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, reaching, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires standing, walking, stooping/kneeling/crouching/crawling, and lifting up to 25 pounds.

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

Date: 6/17/2011
