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## Auburn University Job Description

Job Title: **Sr. Communications Mgr-Ctrl**

Job Family: No Family

Job Code: **OC09**

Grade MC12 \$66,900 - \$120,400

FLSA status: Exempt

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### Job Summary

Reporting to the Creative Director, the Senior Communications Manager serves as a central communications manager focused on developing campus-wide integrated communications plans and content strategy as well as being responsible for large volume of projects to ensure smooth planning, creation, and delivery of communications and marketing content to address complex needs.

### Essential Functions

1. Develops integrated communications plans and content strategy to promote the vision, mission, goals, and achievements of the university and serves as the communications liaison for assigned units to develop content and strategy. Identifies and develops key messages and works with the Creative Director to ensure consistency of messages and visuals across materials, media, events, programs, and platforms.
2. Plans and oversees communications projects from intake to production and delivery. Responsible for understanding the needs of each project, prioritizing delivery dates, and effectively communicating during each phase. Interfaces with stakeholders and designers to establish production schedule and deadlines. Ensures projects are on time and meet strategic
3. Serves as the primary writer and editor for a variety of communications to include targeted, persuasive marketing and communications materials for multiple audiences; including brochures and other collateral, print ads, digital ads, social media, websites, videos and other materials including student recruiting and copy requested by colleges, schools and other campus units.
4. Evaluates the effectiveness of communications, public relations, and/or marketing programs. Conducts market research and analysis. Monitors and assesses external organizations' rankings for Auburn University and develops methods and strategy for communication of the information. Prepares reports of findings, translating complex findings into written text and/or graphics.
5. Serves as the primary media buyer for paid media opportunities. Follows AU Policies and Procedures with all financial negotiations and transactions.
6. Performs other related duties as assigned.

### Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

*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>
<b>Education</b>	Four-year college degree	Degree in Communications, Marketing, Advertising, Public Relations or related fields.
<b>Experience (yrs.)</b>	5	Experience in communications and marketing services which includes all of the following: project management, market research, content strategy, content development, writing, and media buying.

#### **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**

Advanced understanding of communications strategy, content development, visual communication principles and project management best practices. Knowledge of various printing processes and timelines. Knowledge of media production, communication and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral and visual media. Knowledge of U.S. copyright laws. Knowledge of Associated Press style guidelines.

#### **Certification or Licensure Requirements**

None required.

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### 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, handling objects with hands, .

Job occasionally requires reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 10 pounds.

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

Date: 9/22/2021

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