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## Auburn University Job Description

Job Title: **Exec Dir, Public Affairs & Executive Communication** Grade MCUC: Unclassified  
Job Code: **OC23**  
FLSA status: Exempt  
Job Family: Marketing, Communications, & Multimedia  
Job Function: Public & Governmental Relations

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### Job Summary

The Executive Director, Public Affairs & Executive Communication serves as the principal communicator for the President, the Office of the President, and other senior administrators. Serves as a key advisor to the President in driving effective communication and implementation of presidential initiatives and institutional priorities to raise the University's visibility and enhance the university's reputation. Develops a wide range of communication on behalf of the President, the Office of the President, and other senior administrators.

Serves as the senior executive responsible for building, enhancing, and protecting the reputation of Auburn University and the Office of the President. Works collaboratively with the senior leadership team, the Chief Communication Officer (CCO), and the Office of Communications and Marketing (OCM), and units across campus to provide support, coordination, guidance and follow up, as necessary, for presidential initiatives and highly complex strategic matters, particularly those that involve stakeholders across key constituencies and colleges/units.

Collaborates and provides strategic thought and insight to foster cross-campus collaboration advancing university priorities and positioning by working with members of the President's Executive Staff, the CCO, OCM and other units on campus. Oversees and leads the development of a campus-wide crisis communication plan, including strategy, issues management, planning, preparation, and responses for the President, the Office of the President and the university. Provides communication support, written products/responses in support of the President's Office and other duties as assigned or requested.

### Essential Functions

1. Serves as the principal communications strategist for the Office of the President. Leads presidential internal and external communications, setting and implementing strategy that supports key institutional priorities, raising the university's visibility and enhancing the university's reputation.
  2. Serves as a member of the President's Cabinet, advising the president and senior leadership on communications, marketing, crisis management, and external relations. Stays informed about trends, issues, policies, and strategic priorities through strong contacts in key academic and administrative areas of the University.
  3. Identifies emerging internal and external issues with the potential to generate public interest and affect the university's external reputation.
  4. Provides thought leadership and insight to the Chief Communication Officer (CCO) and the Office of Communications and Marketing (OCM).
  5. Collaborates with OCM regarding the dissemination of information to the university as well as public as it relates to the President, the Office of the President and senior leaders.
  6. Creates and fosters cross-campus collaboration that advances presidential priorities through strategic communications, marketing and positioning ensuring consistency of messages across audiences, reinforcing the vision and university objective
  7. Responds to media inquiries for information as it relates to the President, the Office of the
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President and senior leaders and collaborates with media relations staff to provide reporters with background materials and link them with appropriate University sources.

### **Supervisory Responsibility**

Supervises others with full supervisory responsibility.

*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>	Bachelor's Degree	Degree in Mass Communications, Marketing, Business, Public Relations or related field. Masters degree preferred.
<b>Experience (yrs.)</b>	10	Increasing responsibility in corporate communications strategies and execution, including public relations, crisis management, community relations, media relations, and executive communications and marketing in a director-level position or above. At least 5 years of which have been the supervision of full-time employees. Preferred experience working in a large public non-profit or government agency and/or public research university.

#### **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**

Demonstrated ability of communication and collaboration skills with a record of accomplishment of successfully interfacing with executives and influencers that are internal and external. Demonstrated success at managing large and diverse organizations. Demonstrated ability to develop strategic plans and policies and to orient people toward achieving desired results. Demonstrated commitment to organizational effectiveness and excellence.

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

None Required.

#### **Pre-Employment Screening 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 sitting, reaching, talking, hearing, .

Job occasionally requires standing, walking, handling objects with hands, and lifting up to 10 pounds.

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

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Date: 7/5/2023

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