
Auburn University Job Description

Job Title: **Mgr, Bookstore Comm & Mktg**

Job Family: No Family

Job Code: **OC24**

Grade 34: \$45,100 - \$75,100

FLSA status: Exempt

Job Summary

Reporting to the Bookstore Director, the Bookstore Communication & Marketing Manager is responsible for the internal and external communication and marketing for the Bookstore in regards to textbooks, technology, supplies, and general merchandise. Responsible for the development, designing, and editing communications and marketing materials that promote the Bookstore's mission and products.

Coordinates any in-store and outside events used to promote the store.

Essential Functions

1. Responsible, through self or others, for the development, design, editing, and coordination of production of communications and marketing collateral for both print and digital delivery, including brochures, promotional and informational emails, video content, and informational copy for the Bookstore website.
2. Responsible for shooting, editing, and cataloging photography and videography for course materials, technology, supplies, and general merchandise for the website, advertising, social media, and communication materials.
3. Administers the Bookstore's social media accounts, both in curation of content and response to customer inquiry.
4. Supervises, instructs, and directs student staff to complete all regular and assigned duties of the Bookstore's marketing department and trains student staff to gain relevant skills and utilize relevant software to execute department duties.
5. Collaborating with the Bookstore leadership team to develop messaging about the Auburn University Bookstore and its mission, products, and promotions for the general audience and specific audiences. Writes and edits press releases and other news announcements with pertinent information to the campus community.
6. Evaluates the effectiveness of communications and marketing efforts both in-store and online based on available metrics to include consumer behavior and sales response,
7. Responsible for the design and coordination of production of in-store informational and directional signage, both seasonal and permanent.
8. Establishes and manages a unit budget for production of materials, giveaways, relevant software, and other necessities.
9. Collaborates with general merchandise team and online sales and marketing specialist to coordinate in-store, offsite, and online sales and marketing events.
10. 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>
Education	Four-year college degree	Degree in Journalism, Communications, Marketing, Business or related field.
Experience (yrs.)	5	Experience in marketing and communications services to include at least two of the following areas: brand development, event planning, copywriting, photography, design, videography, social media marketing, google analytics, and public relations.

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 marketing principles, social media management, market research, evaluation and analysis, event planning, employee supervision.
Ability to write for various audiences and in various formats. Demonstrated exemplary oral and written communication skills.

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

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

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

Date: 9/21/2021
