
Auburn University Job Description

Job Title: **Dir, Comm, Mrktg & Client Rel**

Job Family: No Family

Job Code: **OC51**

Grade MC14 \$88,600 - \$159,500

FLSA status: Exempt

Job Summary

Provides overall leadership and vision for managing and directing the office of Communications, Strategic Marketing, and Client Relations within the Alabama Cooperative Extension System (ACES). Serves as principal media contact for ACES and is integrally responsible for building and promoting brand awareness, as well as providing efficient communications, marketing, design, editorial, digital, and web services that broaden Extension's reach in providing innovative and strategic solutions for clients.

Essential Functions

1. Responsible for creating, implementing and measuring the success of a comprehensive communications, marketing, and client relations program that will enhance ACES' image and position within the education marketplace and the public. Facilitates internal and external communications, as well as all ACES communications, marketing, and client relations activities, regarding educational product production, media, media relations, and client targeting.
 2. Responsible for the achievement of communications, marketing, and client relations unit goals and objectives. Ensures that evaluation systems are in place to track goals and report progress to the System Administrative Team. Develops, implements, and monitors systems and procedures ensuring efficient operation of the communication, marketing, and client relations function. Keeps informed of developments in the fields of communications, marketing, and client relations, as well as land-grant missions, and guides the unit to operate with initiative and innovation.
 3. Responsible for guiding the System Administrative Team and System Program Team to develop and maintain a strategic perspective, based on marketplace and constituent needs, in organizational direction, programming and services, and decision-making. Serves on the System Program Team to ensure ACES vision, mission, and values enhance the relevance and quality of programs, products, and services offered to the public.
 4. Responsible for developing, coordinating and overseeing technical assistance and resource materials to assist Priority Program Teams and County Extension Offices in the marketing, communications, and positioning of their activities with client groups. Ensures that ACES regularly conducts relevant market research and monitors demographic trends.
 5. Responsible for designing, supporting, and overseeing cross-functional teams and building a unit culture that effectively enables staff to: a) transmit ACES' vision, mission, and values and direction; b) engage people in the meaning of ACES; c) respect and use the skills, expertise, experience and insights of people; d) provide direction and resources, removing barriers and helping develop people's skills; articulating expectations and clarifying roles and relationships; e) communicate, which includes helping people transform information into knowledge and learning; f) encourage people to question organizational assumptions and ask strategic questions; ensure quality decision-making; g) anticipate conflicts and facilitate resolution; h) engage people in processes, as well as tasks; i) encourage people to use their power, practice their authority, and accept their responsibility; j) model behavior; and k) coach people to success.
 6. Responsible for leading editorial direction, design, production, and distribution of all ACES educational resources. Responsible for coordinating media interest in ACES, and ensures regular contact with target media and appropriate response to media requests. Acts as ACES representative with the media and coordinates the appearance of all ACES print and electronic
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materials.

7. Responsible for ensuring articulation of ACES desired image and position, assuring consistent communication of image and position throughout ACES. Responsible for the communication of image and position to all constituencies, both internal and external.
8. Responsible for maintaining a climate that attracts, retains and motivates top quality personnel. Recruits, trains, appraises, supervises, supports, develops, promotes and guides qualified personnel. Ensures effective management within the communications, marketing, and client relations function, with provision for succession.

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>
Education	Four-year college degree	Degree in Journalism, Marketing, Public Relations, or related field
Experience (yrs.)	10	Experience in marketing, communications, public relations, and client relations, with demonstrated success, preferably in the land-grant sector. Hands-on experience in online advertising, paid and organic social media, and marketing analytics is required. Demonstrated, consistent experience executing successful marketing plans, as well as a desire to stay abreast of emerging trends and the latest technology in digital marketing and social media.

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 skills, knowledge, and experience in the design and execution of communications, marketing, and client relations activities.

Demonstrated knowledge of budget development and management, as well as hiring, training, developing, supervising, and appraising personnel.

Demonstrated knowledge and skill writing press releases, making presentations, and negotiating with media.

Demonstrated knowledge and skill overseeing the design and production of print and digital materials and media platforms.

Computer literacy in word processing, data base management, and page layout.

Commitment to working with shared leadership and in cross-functional teams.

Strong oral and written communications skills.

Ability to manage multiple projects at a time.

Strong creative, strategic, analytical, organizational and personal sales 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 or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

.Job frequently requires sitting, talking, hearing

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Job occasionally requires standing, walking, reaching, handling objects with hands, and lifting up to 25 pounds.

There are no special vision requirements.

Date: 6/17/2022

