
Auburn University Job Description

Job Title: **Dir, University Marketing & Creative Services** Grade MC14: \$88,600 - \$159,500
Job Code: **OC13**
FLSA status: Exempt
Job Family: Marketing, Communications, & Multimedia
Job Function: Marketing

Job Summary

Responsible for enhancing the Auburn brand's visibility and influence on both national and global scales through the development of marketing infrastructure. Oversees and promotes marketing priorities for the university's colleges and units. Designs, executes, and supervises dynamic marketing and advertising strategies, while also leading the Marketing and Creative Services team.

Essential Functions

1. Develops marketing infrastructure for OCM to enhance the visibility and value of the Auburn brand both nationally and globally.
2. Transforms creative services operations into a strategic partner-focused agency to advance college and unit marketing priorities.
3. Develops and leads local, national, and global marketing and advertising strategies and campaigns for Auburn University.
4. Oversees, leads, and develops the Marketing and Creative Services team.
5. Plans and leads marketing and creative services projects from intake to production and delivery, ensuring alignment with university, college, and unit objectives and deadlines.
6. Leads team effort for understanding the needs and deliverables of each project request whether at the university, college or unit level, prioritizing delivery dates.
7. Ensures all creative services projects processes are followed, establishes production timelines, and accurate communication occurs between designers, videographers, photographers, and campus partners.
8. Leads effort to ensure consistency of established brand messaging and design across all digital platforms.

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	Bachelor's Degree	Degree in Communications, Public Relations, Marketing or related field.
Experience (yrs.)	7	Experience in developing and/or managing marketing and communications programs.

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 various marketing and communication theories, concepts, techniques, and strategies.

Certification or Licensure Requirements
None Required.

Pre-Employment Screening 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, reaching, talking, hearing, handling objects with hands, .

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

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 8/23/2023
