
Auburn University Job Description

Job Title: **Communications Manager, Ctrl** Grade MC11 \$61,700 - \$104,900
Job Code: **OC36**
FLSA status: Exempt
Job Family: Marketing, Communications, & Multimedia
Job Function: Communications Strategy

Job Summary

Under general supervision of the Director of University Marketing and Creative Services, the Communications Manager, Central serves as a project manager providing communication and marketing services at the university level, as well as for assigned units within the Office of Communications and Marketing.

Essential Functions

1. Manages creative communications projects from intake to delivery. Responsible for understanding the needs of each project, establishing production schedule and deadlines, overseeing work carried out by external vendors, prioritizing delivery dates and effectively communicating during each phase.
2. Advises, collaborates, and consults with central administration, faculty, staff, external entities and creative teams including designers, photographers, videographers, writers/editors and printers concerning projects and expected deliverables.
3. Works closely with senior communications manager to ensure communications are on-brand, align with strategic objectives and are coordinated across a variety of mediums, such as publications, print and digital ads, brochures, posters, signage, newsletters, websites, videos, social media, presentations, development/fundraising materials and broadcast media.
4. Ensures expertise and maintains up-to-date training in creative team's project management software programs, as well as training others as needed to ensure proper execution and tracking of all projects.
5. 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	Bachelor's Degree	Degree in Journalism, Communications, Marketing, Business, or related field.
Experience (yrs.)	5	Experience in marketing and communications services.

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, mediums and strategies. Ability to write for various audiences and in various formats. Strong interpersonal skills to work effectively with contacts across campus. Knowledge of core marketing principles, strategies, and best practices as well as marketing and communications mediums. Ability to synthesize, clearly articulate, and effectively convey information to a variety of stakeholders. Skills in strong communication and writing with the ability to develop impactful communications under deadlines. Ability to work in a fast-paced environment under tight deadlines. Knowledge of branding and driving consistency across all communications platforms. Excellent technological skills to include workflow and digital asset management systems. Excellent creative skills with the ability to conceive innovative ideas and lead design teams through execution of those ideas.

Certification or Licensure Requirements

None Required.

Pre-Employment Screening Requirements

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

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 50 pounds.

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

Date: 9/15/2023

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