AUBURN
Human Resources

Coord, Communications, Marketing, & Events

Job Description

JOB INFORMATION

Job Code	AA56
Job Description Title	Coord, Communications, Marketing, & Events
Pay Grade	MC09
Range Minimum	$54,410
33rd %	$65,290
Range Midpoint	$70,730
67th %	$76,170
Range Maximum	$87,060
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	11/10/2022

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Events

JOB SUMMARY

Reporting to the Director of Strategic Initiatives and Communications, serves as a communications professional and events coordinator for the Office of the Provost. Responsible for coordinating and executing a diverse range of communications services, strategies, events, and projects. Will perform duties in the following areas: creative content development and design, planning and execution of special events, project development, writing for diverse audiences, and creating content for web-based media.

RESPONSIBILITIES

- Works with the Director of Strategic Initiatives and Communications to develop strategic communications and marketing programs that support the goals and objectives of the Office of the Provost.
- Collaborates with various units within the Office of the Provost to schedule and coordinate special events as well as develop and distribute effective communications and marketing materials to ensure event success.
- Coordinates events including, but not limited to, annual Provost's Office and supporting unit events, faculty and student programs, guest lecturers and speakers, and other special events.
- Responsible for the drafting and distribution of internal communications, including remarks and presentations to key stakeholders.
- Maintains a comprehensive events calendar and adheres to the special events budget of the Provost's Office or supporting unit.
- Develops event reports, including budgets and post-event analyses, and provides reports to key stakeholders as needed.
- Assists in the development of event outreach strategies for internal and external stakeholders including creating briefings and designing marketing materials.
- Assists in the design, development, and distribution of marketing plans and publicity materials for supporting units as needed.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Communications, Marketing, Public Relations, Public Administration, Graphic Design, or related field.	and	5 years of	Experience developing and executing communication and marketing functions and events coordination. Must have the ability to apply technical applications including creative concepts, design, and events planning.	

Substitutions Allowed for Experience	Yes
Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Demonstrated exemplary oral and written communication skills.	
Ability to synthesize, clearly articulate, and effectively convey information to a variety of stakeholders.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

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