AUBURN
Human Resources

Chief Marketing Officer, Ath

Job Description

JOB INFORMATION

Job Code	BA61
Job Description Title	Chief Marketing Officer, Ath
Pay Grade	MCUC
Range Minimum	$0
33rd %	$0
Range Midpoint	$0
67th %	$0
Range Maximum	$0
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	7/23/2013

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Chief Marketing Officer is responsible for the development and execution of innovative marketing strategies that will optimize the value of the Auburn Athletics brand and improve communication with donors and fans.

RESPONSIBILITIES

- Develops business plans that define the brand positioning, critical success factors, contingencies, and resource requirements.
- Creates, manages, coordinates, and executes marketing strategies and tactical plans that achieve the goals and objectives of the Auburn Athletics department.
- Advances the Auburn University Athletics brand identity and broadens the national recognition of the "true story" behind Auburn University's athletic programs.
- Provides executive oversight of marketing activities including public relations, media, event management, and advertising and promotions.
- Develops and oversees operating budgets for areas of direct responsibility.
- Develops benchmark criteria to measure the efficiency and effectiveness of marketing programs.
- Conducts and analyzes marketing research that defines the attitudes, perceptions, and behaviors of donors and fans.
- Coaches, mentors, and raises the team’s ability to exceed departmental expectations while creating opportunities for succession planning.
- Develops and prepares key messages and presentation materials for the Athletics Director.
- Represent the Athletics Department at athletic events, social and business engagements, meetings, media interviews and other events.

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	Supervises others with full supervisory responsibility.

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 Marketing, Business or related field	and	10 years of	Experience in developing, coordinating, and executing high-level marketing plans	

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

Knowledge of core marketing principles, fiscal management theories, and budget planning and forecasting.	

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.