AUBURN
Human Resources

Dir, Communications & External Relations

Job Description

JOB INFORMATION

Job Code	BA85
Job Description Title	Dir, Communications & External Relations
Pay Grade	MC14
Range Minimum	$95,140
33rd %	$120,510
Range Midpoint	$133,190
67th %	$145,870
Range Maximum	$171,240
Exemption Status	Exempt
Approved Date:	2/26/2026 5:07:46 PM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Public & Governmental Relations

JOB SUMMARY

Under general direction by the Dean of a large college or school, the Director of Communications and External Relations develops and implements strategy in the execution of all communications, building relationships with alumni and other stakeholders, and media relations to communicate programs and successes of the college or school. This position leads, motivates, and supervises a team that executes the planned strategy in reaching and engaging current and new audiences.

RESPONSIBILITIES

- Develops strategy, in collaboration with the college's leadership, in establishing and maintaining relationships with external key partners and promoting the success of the college. Provides overall management and direction for external engagement with college alumni and stakeholders. Develops and grows alumni and stakeholder relationships through activities including lecture series, alumni events, award programs, etc.
- Directs and manages marketing, communications, public relations, and general college external relations programs and college events.
- Serves as an initial point of contact for media requests and works closely with the University's Office of Communications and Marketing and the Office of Alumni Relations. Ensures communication products are of the highest quality and contain approved and appropriate content.
- Organizes and leads the execution of the college wide initiatives as assigned by the Dean. Coordinates, manages, and directs special projects and provides facilitation of proposal preparation and presentation as required by the Dean.
- Leads, motivates, develops, trains, and supervises the communications unit within the college in branding and communications related to the college's programs.
- Oversees responsible staff for management of the college website to maintain accurate, up-to-date information and directs the generation of news release copy, publication materials, social media, and electronic media submissions and releases.
- Develops and manages departmental budget to include developing, reviewing and approving financial reports, vouchers, and acquisitions.

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	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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 Public Relations, Communications, Marketing, or related field.	and	10 years of	Experience in external relations and communications industry related to academic, media, marketing, and/or public relations. 2 years of experience supervising full time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of broadcast, electronic and print mediums, and related industries operational practices.	
Established working relationships with local, state, and national media and communication outlets.	

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.