AUBURN
Human Resources

Asst Dir, Trademark Licensing

Job Description

JOB INFORMATION

Job Code	EH01
Job Description Title	Asst Dir, Trademark Licensing
Pay Grade	LC10
Range Minimum	$62,730
33rd %	$77,370
Range Midpoint	$84,690
67th %	$92,000
Range Maximum	$106,640
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	2/20/2013

JOB FAMILY AND FUNCTION

Job Family:	Legal, Compliance & Audit
Job Function:	Intellectual Property

JOB SUMMARY

Manages the daily operations of the University's trademark management and licensing program.

RESPONSIBILITIES

- Manages daily communications with Auburn University's licensing agent, active licensees, potential licensees, campus constituents, and others regarding programs and processes.
- Reviews licensee renewals/licensing requests to determine (among other specifications) uniqueness of product, distribution capabilities, program relevance, potential contribution/commitment to the program; communicates issues with all parties.
- Monitors receipt of samples, artwork, and proposals while working with licensee to create product concepts.
- Performs retail market surveys, attends tradeshows, and executes game day enforcement/review of counterfeit products and licensee compliance.
- Coordinates and communicates with campus constituents, alumni, and others regarding trademark licensing policies and product acquisition options.

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 Business Administration, Marketing, Communications, Public Relations, or related field	and	5 years of	Experience in a trademark licensing office/agency, working directly with a collegiate trademark licensing office while in a collegiate retail environment, collegiate media rights, collegiate athletics marketing, or collegiate products manufacturing	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of laws and regulations related to trademarks and licensing.
Knowledge and ability to implement social media marketing strategies.
Knowledge and skills related to website maintenance and updates via WordPress, CSS and HTML.
Knowledge of graphic design abilities using Photoshop, Illustrator, and basics of photography.
Knowledge of current economic, retail and manufacturing skills is recommended.
Proficient in Word, Excel, and PowerPoint and Cloud based systems.
Knowledge and skills related to use of Salesforce, Mail chimp and other data collection and communication software.

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		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
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 and distinguish colors.