AUBURN
Human Resources

Coord, Trademark Licensing

Job Description

JOB INFORMATION

Job Code	EH02
Job Description Title	Coord, Trademark Licensing
Pay Grade	LC08
Range Minimum	$51,470
33rd %	$61,770
Range Midpoint	$66,910
67th %	$72,060
Range Maximum	$82,350
Exemption Status	Exempt
Organizational use restricted to the following divisions	110 SVP-Business & Administration & CFO
Approved Date:	9/9/2024 10:31:30 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Engages the internal campus community and external partners by providing direction and assistance related to promotional products and brand usage and by providing support for the Office of Trademark & Licensing (OTM&L).

RESPONSIBILITIES

- Serves as the primary contact for review and approval of internal request forms through the OTM&L portal from administrative units and student groups purchasing branded items from approved internal campus suppliers.
- Coordinates the internal brand artwork approval process through the licensing agent's system and responds daily to pending artwork.
- Promotes awareness and compliance with university brand and licensing standards regarding use of university marks and is responsible for developing relationships with internal staff to respond to their needs while complying with university policies.
- Assists internal departments, student organizations, club sports, advancement, and alumni clubs in finding licensees to work with university-branded product orders.
- Presents licensing information at training programs to club sports, student organizations, alumni club meetings, vendor fairs, and other groups as required.
- Collaborates with campus departments to coordinate and create unique merchandising opportunities that generate revenue.
- Reviews and responds to requests through the Community Connect Crafter Program.
- Serves as the primary contact for general licensing inquiries for the OTM&L via phone calls and emails and assists OTM&L staff in managing the meeting schedule and workflow.
- Generates and disseminates one-time agreements, memorial requests, cake requests, etc.
- Assists department with strategic and administrative support on a wide variety of licensing office projects as assigned.
- Assists department with Name Image and Likeness (NIL) projects as needed.
- Assists OTM&L with registration and renewal of the university's trademark portfolio with the United States Patent and Trademark Office (USPTO) and assists campus departments with registrations.

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	No supervisory responsibilities.

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	No specific discipline required. Business, Communication, Fashion Merchandising, or Hospitality desired.	and	2 years of	Trademark Licensing, Marketing and Communication, Product Development, Sales, or Product Sponsorship	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of marketing, brand management, or trademark/licensing operations	
Strong organizational, interpersonal, and problem-solving skills	
Strong oral and written communication skills	
Ability to develop strong, collaborative relationships with co-workers and clients	
Ability to work both within a team-oriented environment and independently	

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			25 lbs
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions			X			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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 and distinguish colors.