AUBURN
Human Resources

Deputy Director, Media & Communications McCrary Institute

JOB INFORMATION

Job Code	JA19
Job Description Title	Deputy Director, Media & Communications McCrary Institute
Pay Grade	DC09
Range Minimum	$203,420
33rd %	$244,110
Range Midpoint	$264,450
67th %	$284,790
Range Maximum	$325,470
Exemption Status	Exempt
Organizational use restricted to the following divisions	128 Samuel Ginn Col of Engineering
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JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Deputy Director of Media and Communications provides leadership and vision for managing and directing the office of Communications, Strategic Marketing, and Media within the McCrary Institute for Cyber and Critical Infrastructure at Auburn University. Serves as principal media contact for the McCrary Institute and is integrally responsible for building and promoting brand awareness, as well as providing efficient communications, marketing, design, editorial, digital, and media production that broaden McCrary's reach in providing policy solutions for national stakeholders.

RESPONSIBILITIES

- Creates, implements, and measures the success of a comprehensive communications, marketing, and media production program that will enhance McCrary’s image and position within the national cyber policy space. Facilitates internal and external communications, as well as all McCrary communications, marketing, and media production activities, regarding McCrary product production, media, media relations, and client targeting.
- Oversees the achievement of communications, marketing, and media production unit goals and objectives. Ensures that evaluation systems are in place to track goals and report progress to the System Administrative Team. Develops, implements, and monitors systems and procedures ensuring efficient operation of the communication, marketing, and media production function. Ensures the developments in the fields of communications, marketing, and media production, as well as McCrary and other national cyber policy & research institutes, and guides McCrary to operate with initiative and innovation.
- Guides the Executive Producer and Media Production team to develop and maintain a strategic perspective, based on marketplace and constituent needs, in organizational direction, programming and services, and decision-making. Serves on the McCrary Leadership Team to ensure vision, mission, and values enhance the relevance and quality of programs, products, and services offered to the public.
- Designs, supports, and builds a unit culture that effectively enables all McCrary staff to: a) transmit McCrary’s vision, mission, and values and direction; b) engages people in the meaning of the McCrary Institute and Auburn University; c) respects and uses the skills, expertise, experience and insights of people; d) provides direction and resources, removing barriers and helping develop people's skills; articulating expectations and clarifying roles and relationships; e) communicates, which includes helping people transform information into knowledge and learning; f) encourages people to question organizational assumptions and ask strategic questions; ensure quality decision-making; g) anticipates conflicts and facilitate resolution; h) engages people in processes, as well as tasks; i) encourages people to use their power, practice their authority, and accept their responsibility; j) models behavior; and k) coaches people to success.

RESPONSIBILITIES

- Leads the editorial direction, design, production, and distribution of all McCrary educational resources. Coordinates the media interests in all relevant McCrary Institute activities and ensures regular contact with target media and appropriate response to media requests. Acts as McCrary's representative with the media and coordinates the appearance of all McCrary print and electronic materials.
- Ensures articulation of McCrary's desired image and position, assuring consistent communication of image and position throughout the McCrary Institute and constituents both internal and external.
- Maintains a climate that attracts, retains, and motivates top quality personnel. Recruits, trains, appraises, supervises, supports, develops, promotes, and guides qualified personnel. Ensures effective management within the communications, marketing, and client relations function, with provision for succession.

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	Communications, Radio Television and Film, Broadcast Journalism, or Marketing, Communications, Public Relations, or related field	and	10 years of	Experience in television or video production services and experience in external relations and communications industry related to academic, media, marketing, and/or public relations. Experience in marketing, communications, public relations, and client relations, preferably in the land-grant sector.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Advanced knowledge on online advertising, paid and organic social media, and marketing analytics.	And
Advanced knowledge of executing successful marketing plans, as well as a desire to stay abreast of emerging trends and the latest technology in digital marketing and social media.	And
Excellent public relations and interpersonal skills.	And
Knowledge of marketing and communications principles and strategies	And
Knowledge of collaborating effectively across teams and organizations.	And
Demonstrated ability to expertly handle sensitive discussions with discretion, strong personal ethics commitment and sound judgment.	

MINIMUM LICENSES & CERTIFICATIONS

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

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

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 temperatures		X			
Hazards		X			
Wet and/or humid		X			
Noise			X		
Chemical		X			
Dusts		X			
Poor ventilation		X			

Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.

Travel Requirements:

In-State; Domestic