AUBURN
Human Resources

Asst Dir, Alumni Communications & Marketing

JOB INFORMATION

Job Code	OB10
Job Description Title	Asst Dir, Alumni Communications & Marketing
Pay Grade	MC11
Range Minimum	$66,310
33rd %	$81,780
Range Midpoint	$89,520
67th %	$97,260
Range Maximum	$112,730
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	10/16/2018

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Director, Alumni Communications and Marketing, oversees the daily operations of the communications and marketing functions of Alumni Affairs and the Auburn Alumni Association.

RESPONSIBILITIES

- Assists in the development, implementation, and evaluation of a comprehensive strategic communications plan for the Auburn Alumni Association that is in alignment with its missions, vision, and goals.
- Serves as the managing editor for all association related communications, including the production of the Auburn Magazine.
- Serves as a liaison to the Auburn University campus communicators group.
- Responsible for the development and management of a budget for related functions.
- Coordinates marketing efforts with sponsoring and partnering organizations with regards to strategic planning, fundraising and publicity.
- Serves as the primary brand manager for the Auburn Alumni Association.

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	In Journalism, Communications, Marketing, Business or related field.		5 years of	Experience in marketing and communications services.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communications theories, concepts, techniques, mediums, and strategies, basic accounting and budgeting principles.	

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.