AUBURN
Human Resources

Sr. Communications Mgr-Ctrl

Job Description

JOB INFORMATION

Job Code	OC09
Job Description Title	Sr. Communications Mgr-Ctrl
Pay Grade	MC12
Range Minimum	$71,940
33rd %	$91,120
Range Midpoint	$100,710
67th %	$110,300
Range Maximum	$129,490
Exemption Status	Exempt
Organizational use restricted to the following divisions	109 Senior VP-Advancement
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	9/15/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Creative Director, the Senior Communications Manager serves as a central communications manager focused on developing campus-wide integrated communications plans and content strategy as well as being responsible for a large volume of projects to ensure smooth planning, creation, and delivery of communications and marketing content to address complex needs.

RESPONSIBILITIES

- Develops integrated communications plans and content strategy to promote the vision, mission, goals, and achievements of the university and serves as the communications liaison for assigned units to develop content and strategy. Identifies and develops key messages and works with the Creative Director to ensure consistency of messages and visuals across materials, media, events, programs, and platforms.
- Oversees communications projects from intake to production and delivery. Responsible for setting the goals of each project, including setting delivery dates and serving as the lead communicator during each phase. Establishes production schedules and deadlines with campus stakeholders and designers. Ensures projects are on time and meet strategic objectives.
- Manages the day-to-day marketing and creative services projects for all campus stakeholders, including targeted, persuasive marketing materials for various audiences, such as brochures, digital and print ads, social media, and web and video graphics.
- Evaluates the effectiveness of communications, public relations, and/or marketing programs. Conducts market research and analysis. Monitors and assesses external organizations' rankings for Auburn University and develops methods and strategies for communication of the information. Prepares reports of findings, translating complex findings into written text and/or graphics.
- Serves as the primary media buyer for paid media opportunities. Follows AU Policies and Procedures with all financial negotiations and transactions.

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 Communications, Marketing, Advertising, Public Relations or related fields.	and	5 years of	Experience in communications and marketing services which includes all of the following: project management, market research, content strategy, content development, writing, and media buying.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Advanced understanding of communications strategy, content development, visual communication principles and project management best practices.	
Knowledge of various printing processes and timelines.	
Knowledge of media production, communication and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral and visual media.	
Knowledge of U.S. copyright laws.	
Knowledge of Associated Press style guidelines.	

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			Up to 10 pounds
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.