AUBURN
Human Resources

Asst VP, Univ Comm & Marketing

Job Description

JOB INFORMATION

Job Code	OC10
Job Description Title	Asst VP, Univ Comm & Marketing
Pay Grade	MC16
Range Minimum	$126,760
33rd %	$164,790
Range Midpoint	$183,800
67th %	$202,820
Range Maximum	$240,840
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/5/2015

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Directs communications and marketing at the central level, with responsibilities including, but not limited to: advancement of the University's image; public and media relations; branding and identity programs; advertising, promotions, and marketing; publications and crisis communications. Provides resources for campus administrative and faculty leaders regarding advancement goals.

RESPONSIBILITIES

- Creates a communications program that incorporates integrated marketing concepts and is responsive to key University initiatives.
- Leads the communications and marketing team in the areas of news, Web, broadcast, photography, publications, advertising, development communications, writing/editing, enrollment marketing, and creative/design services; manages the department budget.
- Oversees, contributes to, and implements strategic plans for the Office of Communications and Marketing, which are tied to the mission and strategic plan of the University; consults with and advises other campus units in meeting their strategic planning goals.
- Identifies and develops key messages, copy points, and publicity opportunities and ensures consistency of messages across media, events, programs, and platforms.
- Edits, proofreads, and/or re-writes materials written by others.
- Collaborates with Risk Management and Safety, incident commanders, and the Office of the President regarding the dissemination of information to University publics during emergency situations; serves in a leadership role on the University's Emergency Response/Disaster Preparedness team.
- Manages and ensures compliance with the University's print and Web identity and graphics standards in conjunction with trademarks and licensing and other campus representatives; assists campus leadership in creative solutions.
- Chairs the Campus Communications group.
- Developing and overseeing implementation of campaigns to drive positive media coverage in traditional and online media.

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	Supervises others with full supervisory responsibility.

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, Public Relations, Marketing or related field	and	7 years of	Experience in communications services and program management	

Substitutions Allowed for Experience	Yes
Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various communication mediums, theories, concepts, techniques, and strategies.	
Ability to write for various audiences and in various formats.	

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 and distinguish colors.