AUBURN
Human Resources

Sr Mgr, Editorial & Media Relations

Job Description

JOB INFORMATION

Job Code	OC12
Job Description Title	Sr Mgr, Editorial & Media Relations
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	140 University Mkt & Strategic Comm
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JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Senior Manager of Editorial and Media Relations supervises a group of writers and media relations staff in the Office of Communications and Marketing to shape and deliver Auburn University's messaging across internal and external platforms. Reporting to the Assistant Vice President of Communications, this role oversees editorial strategy, develops content guidelines, and manages news and media outreach to ensure consistent, high-quality storytelling that advances the university's reputation, impact, and vision.

RESPONSIBILITIES

- Provides oversight of a team of writers, editors, and media relations staff to shape the content strategy and ensure consistent messaging that aligns with the university’s brand identity.
- Manages and upholds story deadlines and content priorities to ensure timely, exemplary storytelling.
- Collaborates with web and digital teams to optimize online story presentation while also serving on university committees and working groups related to storytelling and media relations.
- Fosters collaboration across colleges and units to develop and implement a comprehensive content strategy that elevates the university’s visibility, impact, and reputation.
- Writes, edits, and manages high-impact stories for internal audiences (faculty, staff, students) and external stakeholders (alumni, donors, media, and the public).
- Provides content recommendations for internal and external publications and collaborates with OCM senior leadership to align communications with marketing and institutional priorities.
- Provides consultation and training to implement editorial guidelines and best practices to ensure consistency across campus communications while managing training across campus for effective storytelling and media pitching.
- Oversees proactive pitches to external media to promote Auburn’s areas of impact while managing and guiding relationships with local, regional, and national media outlets.
- Defines metrics and analytics to make informed decisions on types of stories told within OCM.
- Identifies opportunities to promote university achievements, initiatives, and faculty research.

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	with no specific discipline.	and	6 years of	experience in writing, communications, media relations or related fields. Experience leading high-performing creative teams within a university or similar complex environment is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Proven track record of managing writers, editors, media relations, and communications professionals.	
Skilled in content strategy development, including planning, messaging, and audience targeting.	
Proven ability to exercise emotional intelligence, discretion, and sound judgment in managing sensitive matters and relationships.	
Proficiency with media monitoring software, analytics tools, and AP Style.	
Deep understanding of journalism, communications, public relations, and media relations practices.	
Ability to lead, develop, and challenge individuals.	

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.