AUBURN
Human Resources

Dir, University Marketing & Creative Services

Job Description

JOB INFORMATION

Job Code	OC13
Job Description Title	Dir, University Marketing & Creative Services
Pay Grade	MC14
Range Minimum	$95,140
33rd %	$120,510
Range Midpoint	$133,190
67th %	$145,870
Range Maximum	$171,240
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	8/23/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Responsible for enhancing the Auburn brand's visibility and influence on both national and global scales through the development of marketing infrastructure. Oversees and promotes marketing priorities for the university's colleges and units. Designs, executes, and supervises dynamic marketing and advertising strategies, while also leading the Marketing and Creative Services team.

RESPONSIBILITIES

- Develops marketing infrastructure for OCM to enhance the visibility and value of the Auburn brand both nationally and globally.
- Transforms creative services operations into a strategic partner-focused agency to advance college and unit marketing priorities.
- Develops and leads local, national, and global marketing and advertising strategies and campaigns for Auburn University.
- Oversees, leads, and develops the Marketing and Creative Services team.
- Plans and leads marketing and creative services projects from intake to production and delivery, ensuring alignment with university, college, and unit objectives and deadlines.
- Leads team effort for understanding the needs and deliverables of each project request whether at the university, college or unit level, prioritizing delivery dates.
- Ensures all creative services projects processes are followed, establishes production timelines, and accurate communication occurs between designers, videographers, photographers, and campus partners.
- Leads effort to ensure consistency of established brand messaging and design across all digital platforms.

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 developing and/or managing marketing and communications programs.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communication theories, concepts, techniques, and strategies.	

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		
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			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:

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