AUBURN
Human Resources

Sr Mgr, Marketing
Job Description

JOB INFORMATION

Job Code	OC15
Job Description Title	Sr Mgr, Marketing
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
Approved Date:	2/17/2026 10:05:14 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Senior Manager of Marketing is responsible for advancing Auburn University's visibility, reputation, and engagement through the implementation of strategic, data-informed marketing initiatives. Manages the execution of the university-level marketing plans, oversees the day-to-day operations of the university's social media platforms, and collaborates closely with campus partners to ensure alignment with institutional goals. The Senior Manager assists in translating strategy into action, ensuring consistent, high-quality marketing that reflects Auburn's mission, brand standards, and priorities.

RESPONSIBILITIES

- Leads the implementation of university-wide marketing strategies and campaigns developed in collaboration with the Associate Vice President of Marketing.
- Translates high-level strategic goals into actionable marketing plans, timelines, and deliverables.
- Manages day-to-day execution of multi-channel marketing campaigns, including digital, print, and paid media efforts.
- Ensures all marketing outputs maintain alignment with Auburn’s visual identity, brand standards, and institutional messaging.
- Collaborates with OCM’s (Office of Communications & Marketing) creative services leadership and teams, as well as colleges and units across campus, to ensure content and creative assets align with the university’s mission and support institutional goals.
- Builds a culture of collaboration and creativity among communication and marketing professionals across campus while fostering innovation and continuous improvement.
- Utilizes data and performance metrics to measure campaign effectiveness and prepares regular reports for the AVP of Marketing to share with senior leadership.
- Champions team development, professional growth, and creative excellence across the unit.
- May represent Auburn’s marketing leadership at university-wide committees, external events, and national professional conferences.

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 marketing, integrated communications, and/or digital storytelling. Experience leading high-performing creative teams within a university or similar complex environment is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Advanced knowledge in developing and executing integrated marketing and communication campaigns in complex, mission-driven organizations.	
Demonstrated leadership in a large, complex organization with multiple stakeholders.	
Experience advising and working collaboratively with leadership and campus partners.	
Exceptional writing, editing, and multimedia content strategy skills to ensure all university messaging is clear, compelling, and consistent across all platforms.	
Excellent interpersonal, written, and verbal communication skills.	
Proven ability to exercise emotional intelligence, discretion, and sound judgment in managing sensitive matters and relationships.	
Ability to build consensus, foster collaboration, and lead cross-functional teams through influence.	
Strong understanding and proficiency in leveraging digital trends to engage audiences and tell the university's story.	
Advanced expertise with digital communication tools and creative production workflows.	

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				

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.