AUBURN
Human Resources

Asst VP, Communication

Job Description

JOB INFORMATION

Job Code	OC16
Job Description Title	Asst VP, Communication
Pay Grade	MC17
Range Minimum	$147,040
33rd %	$196,060
Range Midpoint	$220,560
67th %	$245,070
Range Maximum	$294,080
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
Approved Date:	10/22/2025 11:24:33 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Assistant Vice President for Communication is responsible for shaping the university's narrative through storytelling, digital engagement and media relations to strengthen Auburn's visibility and reputation. Reporting to the Vice President for Public Affairs, Communication and Marketing and working in close partnership with the Associate Vice President for Marketing, this position will lead the university's content and platform strategy, overseeing a cross-functional team of writers, videographers, photographers and social media professionals. The AVP will collaborate with campus creative and digital teams to ensure Auburn's story is told in a compelling, consistent and innovative way to audiences on campus, across Alabama and nationally.

RESPONSIBILITIES

- Develops and maintains Auburn’s institutional narrative to ensure all communication reflects the university’s mission, voice, and values.
- Leads editorial content, media relations, photography, videography, social media and multimedia content engagement.
- Advises the vice president on storytelling, messaging and emerging media trends.
- Directs and develops teams of writers, editors, designers, videographers and photographers.
- Ensures creative excellence across digital, print, and multimedia platforms.
- Champions innovative approaches to digital storytelling and engagement to strengthen Auburn’s national profile.
- Oversees media relations strategies and maintain strong relationships with local, regional and national outlets.
- Partners with colleges and units to align communications with institutional priorities and foster consistency across decentralized efforts.
- Provides support, when needed, to campus communicators on storytelling, media engagement and digital strategy.
- Promotes professional growth within the communications and multimedia strategy team and represents Auburn in committees, external events and professional associations.

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	10 years of	experience in communications, media relations, and/or digital storytelling. At least 3 years of experience leading high-performing creative teams within a university or complex environment.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Excellent leadership skills, including strategic vision, communication expertise, and organizational management skills.	
Advanced knowledge in developing and executing integrated communication campaigns in complex, mission-driven organizations.	
Demonstrated leadership in a large, complex organization with multiple stakeholders.	
Ability to advise and work collaboratively with senior 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.	
High degree of emotional intelligence, discretion, and sound judgment.	
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:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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:

No special vision requirements.

Travel Requirements:

In-State; Domestic