AUBURN
Human Resources

Assoc VP, Marketing

Job Description

JOB INFORMATION

Job Code	OC17
Job Description Title	Assoc VP, Marketing
Pay Grade	MC18
Range Minimum	$176,450
33rd %	$235,270
Range Midpoint	$264,680
67th %	$294,080
Range Maximum	$352,900
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
Approved Date:	7/14/2025 3:16:51 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Vice President for Public Affairs, Communication and Marketing, the Associate Vice President of Marketing leads the development and execution of an integrated, institution-wide marketing strategy designed to strengthen Auburn's reputation, increase its visibility and enhance its position in the higher education market, while remaining aligned with the university's mission and goals. The Associate Vice President provides leadership for the division in the absence of the Vice President, ensuring continuity of operations and decision-making authority when delegated.

RESPONSIBILITIES

- Leads the development, implementation, and ongoing refinement of Auburn University’s comprehensive marketing and positioning strategy.
- In close coordination with the Marketing and Creative Services Director, works to ensure excellence with the marketing, graphic design, and creative services teams in the execution and alignment with university priorities.
- Directs institutional positioning management and ensures visual identity standards are upheld across all university communications and marketing efforts.
- Provides strategic counsel to senior leadership on market positioning and initiatives, visibility and impact strategy, and audience engagement strategies.
- Collaborates with units across campus to develop tailored marketing strategies that reinforce the university’s mission and support institutional goals.
- Guides the development of targeted campaigns informed by market research, analytics, and audience segmentation.
- Builds a culture of collaboration and creativity among marketing professionals across campus while fostering innovation and continuous improvement.
- Utilizes data and performance metrics to evaluate campaign effectiveness and drive data-informed decisions.
- Manages the university’s marketing budget and resources with efficiency and transparency.
- Represents 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	in Marketing, Communications, Business, or related field.	and	15 years of	experience in marketing, digital marketing or strategy, or related. At least 5 years in a leadership role directing teams and leading strategic marketing initiatives.	
Master's Degree	in business administration, marketing, communications or a related field is desired.				

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Skilled in managing large-scale positioning strategies.	
Demonstrated leadership in a large, complex organization with multiple stakeholders.	
Ability to build consensus, foster collaboration, and lead cross-functional teams through influence.	
Ability to advise senior leadership and contribute to strategic planning, leveraging marketing expertise to influence executive-level decision-making.	
Advanced knowledge in developing and executing integrated marketing campaigns in complex, mission-driven organizations.	
Strong understanding of digital strategy, creative services, messaging architecture, and multichannel marketing.	
Expertise in audience segmentation, digital advertising, and content-driven marketing.	
Knowledge in managing marketing transformation efforts.	
Advanced knowledge of digital marketing tools and creative production workflows.	
Strong analytical skills with the ability to interpret data, inform strategic decisions, and evaluate marketing performance.	
Excellent interpersonal, written, and verbal communication skills.	
High degree of emotional intelligence, discretion, and sound judgment.	
Proven commitment to integrity, innovation, and measurable impact in marketing leadership.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				
Certified Digital Marketing Professional	(CDMP)		Desired	
Professional Certified Marketer-AMA	(PCM)		Desired	

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.

Travel Requirements:

In-State; Domestic