AUBURN
Human Resources

VP, Public Affairs, Communications, & Marketing

JOB INFORMATION

Job Code	OC21
Job Description Title	VP, Public Affairs, Communications, & Marketing
Pay Grade	MCUC
Range Minimum	$0
33rd %	$0
Range Midpoint	$0
67th %	$0
Range Maximum	$0
Exemption Status	Exempt
Approved Date:	6/26/2025 2:53:11 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Vice President for Public Affairs, Communication and Marketing is the university's principal communications strategist and executive leader responsible for enhancing institutional reputation, managing brand identity and advancing the mission of the university through a comprehensive and integrated communication and marketing strategy. Reporting directly to the Office of the President and serving as a key member of the President's Cabinet, the VP leads a centralized division encompassing executive, internal and external communications, media relations, crisis and issues management, digital platforms and brand and marketing strategy. This position serves as the university's primary spokesperson, ensuring transparent, timely and effective communication with internal and external stakeholders.

RESPONSIBILITIES

- Serves as the President’s advisor and strategist on all matters related to public affairs, communication, marketing, and reputational risk.
- Acts as the executive responsible for building, enhancing, and protecting the reputation of Auburn University and the Office of the President.
- Leads the development and execution of an integrated, university-wide communication and marketing plan aligned with strategic goals.
- Articulates and drives a compelling long-term vision while aligning communication initiatives with institutional priorities.
- Builds trust and consensus across various constituencies, aligning decentralized efforts with institutional messaging.
- Provides strategic thought leadership and fosters cross-campus collaboration to advance university priorities and positioning by working closely with the President’s Executive Staff and other campus units.
- Oversees brand strategy, digital marketing, executive communications, and internal communications to ensure consistency and alignment across colleges, schools, and administrative units.
- Leads crisis communications and issues management, including the development and implementation of university-wide crisis plans and protocols.
- Serves as the university’s principal spokesperson during crises or significant institutional events.
- Directs content creation that highlights academic excellence, research breakthroughs, community impact, and institutional priorities.
- Builds and maintains strong relationships with campus stakeholders, local and national media, and key community constituencies.
- Mentors and manages a high-performing, collaborative team of communications and marketing professionals.
- Develops and manages the division’s budget, allocating resources in alignment with institutional goals.

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	
Master's Degree	in communications, marketing, public relations, journalism, public affairs or a related field.	and	15 years of	Progressively responsible experience in communication, marketing, journalism or public affairs. At least 6 years in a leadership role overseeing teams and cross-functional initiatives.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Experience in a large, complex organization — preferably a public research university, government agency or nonprofit with a significant public profile.	
Proven success in leadership roles overseeing large-scale communications, marketing, journalism or public affairs operations.	
Strong communication and collaboration skills with a track record of effectively interfacing with internal and external stakeholders.	
Demonstrated expertise in high-level issues management and crisis communications, including serving as an organizational spokesperson.	
Ability to lead under pressure and navigate crises with integrity, accuracy and speed.	
Ability to handle confidential information and sensitive issues with professionalism.	
Ability to work with discretion, sound judgment and emotional intelligence in high-pressure environments.	
Proven commitment to fostering a culture of performance, transparency and excellence.	
Demonstrated success in managing, developing, mentoring and coaching staff, with experience building organizational structures that support growth and success.	

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			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.