AUBURN
Human Resources

Exec Dir, Public Affairs & Executive Communication

Job Description

JOB INFORMATION

Job Code	OC23
Job Description Title	Exec Dir, Public Affairs & Executive Communication
Pay Grade	MCUC
Range Minimum	$0
33rd %	$0
Range Midpoint	$0
67th %	$0
Range Maximum	$0
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	7/5/2023

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Public & Governmental Relations

JOB SUMMARY

The Executive Director, Public Affairs & Executive Communication serves as the principal communicator for the President, the Office of the President, and other senior administrators. Serves as a key advisor to the President in driving effective communication and implementation of presidential initiatives and institutional priorities to raise the University's visibility and enhance the university's reputation. Develops a wide range of communication on behalf of the President, the Office of the President, and other senior administrators.

Serves as the senior executive responsible for building, enhancing, and protecting the reputation of Auburn University and the Office of the President. Works collaboratively with the senior leadership team, the Chief Communication Officer (CCO), and the Office of Communications and Marketing (OCM), and units across campus to provide support, coordination, guidance and follow up, as necessary, for presidential initiatives and highly complex strategic matters, particularly those that involve stakeholders across key constituencies and colleges/units.

Collaborates and provides strategic thought and insight to foster cross-campus collaboration advancing university priorities and positioning by working with members of the President's Executive Staff, the CCO, OCM and other units on campus. Oversees and leads the development of a campus-wide crisis communication plan, including strategy, issues management, planning, preparation, and responses for the President, the Office of the President and the university. Provides communication support, written products/responses in support of the President's Office and other duties as assigned or requested.

RESPONSIBILITIES

- Serves as the principal communications strategist for the Office of the President. Leads presidential internal and external communications, setting and implementing strategy that supports key institutional priorities, raising the university’s visibility and enhancing the university’s reputation.
- Serves as a member of the President’s Cabinet, advising the president and senior leadership on communications, marketing, crisis management, and external relations. Stays informed about trends, issues, policies, and strategic priorities through strong contacts in key academic and administrative areas of the University.
- Identifies emerging internal and external issues with the potential to generate public interest and affect the university's external reputation.
- Provides thought leadership and insight to the Chief Communication Officer (CCO) and the Office of Communications and Marketing (OCM).
- Collaborates with OCM regarding the dissemination of information to the university as well as public as it relates to the President, the Office of the President and senior leaders.

RESPONSIBILITIES

- Creates and fosters cross-campus collaboration that advances presidential priorities through strategic communications, marketing and positioning ensuring consistency of messages across audiences, reinforcing the vision and university objective
- Responds to media inquiries for information as it relates to the President, the Office of the President and senior leaders and collaborates with media relations staff to provide reporters with background materials and link them with appropriate University sources.

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	Degree in Mass Communications, Marketing, Business, Public Relations or related field. Masters degree preferred.	and	10 years of	Increasing responsibility in corporate communications strategies and execution, including public relations, crisis management, community relations, media relations, and executive communications and marketing in a director-level position or above. At least 5 years of which have been the supervision of full-time employees. Preferred experience working in a large public non-profit or government agency and/or public research university.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Demonstrated ability of communication and collaboration skills with a record of accomplishment of successfully interfacing with executives and influencers that are internal and external.	
Demonstrated success at managing large and diverse organizations.	
Demonstrated ability to develop strategic plans and policies and to orient people toward achieving desired results.	
Demonstrated commitment to organizational effectiveness and excellence.	

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					
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:

Ability to see information in print and/or electronically.