AUBURN
Human Resources

Mgr, Bookstore Communications & Marketing

JOB INFORMATION

Job Code	OC24
Job Description Title	Mgr, Bookstore Communications & Marketing
Pay Grade	MC09
Range Minimum	$54,410
33rd %	$65,290
Range Midpoint	$70,730
67th %	$76,170
Range Maximum	$87,060
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	9/21/2021

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Bookstore Director, the Bookstore Communication & Marketing Manager is responsible for the internal and external communication and marketing for the Bookstore in regards to textbooks, technology, supplies, and general merchandise. Responsible for the development, designing, and editing communications and marketing materials that promote the Bookstore's mission and products. Coordinates any in-store and outside events used to promote the store.

RESPONSIBILITIES

- Responsible, through self or others, for the development, design, editing, and coordination of production of communications and marketing collateral for both print and digital delivery, including brochures, promotional and informational emails, video content, and informational copy for the Bookstore website.
- Responsible for shooting, editing, and cataloging photography and videography for course materials, technology, supplies, and general merchandise for the website, advertising, social media, and communication materials.
- Administers the Bookstore's social media accounts, both in curation of content and response to customer inquiry.
- Supervises, instructs, and directs student staff to complete all regular and assigned duties of the Bookstore's marketing department and trains student staff to gain relevant skills and utilize relevant software to execute department duties.
- Collaborating with the Bookstore leadership team to develop messaging about the Auburn University Bookstore and its mission, products, and promotions for the general audience and specific audiences. Writes and edits press releases and other news announcements with pertinent information to the campus community.
- Evaluates the effectiveness of communications and marketing efforts both in-store and online based on available metrics to include consumer behavior and sales response,
- Responsible for the design and coordination of production of in-store informational and directional signage, both seasonal and permanent.
- Establishes and manages a unit budget for production of materials, giveaways, relevant software, and other necessities.
- Collaborates with general merchandise team and online sales and marketing specialist to coordinate in-store, offsite, and online sales and marketing events.

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	May supervise employees but supervision is not the main focus of the job.

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 Journalism, Communications,	and	5 years of	Experience in marketing and communications services to include at least two of the following areas: brand development, event planning, copywriting, photography, design, videography, social media marketing, google analytics, and public relations.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of marketing principles, social media management, market research, evaluation and analysis, event planning, employee supervision.	

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.