AUBURN
Human Resources

Dir, Communications & Marketing

Job Description

JOB INFORMATION

Job Code	OC26
Job Description Title	Dir, Communications & Marketing
Pay Grade	MC13
Range Minimum	$82,730
33rd %	$104,790
Range Midpoint	$115,820
67th %	$126,850
Range Maximum	$148,910
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/3/2012

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Directs the communication and marketing services for a division, college, or school.

RESPONSIBILITIES

- Directs the administrative and functional duties in relation to communication and marketing services.
- Ensures communication products are of the highest quality and contain approved and appropriate content.
- Advises, collaborates, and consults with department/program, school, and university leaders, deans, and faculty regarding communications, public relations, and marketing issues and directives.
- Writes, edits, and directs the generation of news release copy, publications material, and web content intended for dissemination.
- Initiates and directs the planning and implementing of public relations and marketing strategies.
- Manages college/schools website to maintain accurate, up-to-date information.
- Initiates, administers, and oversees special communication and marketing projects and events and acts as a news liaison with the media.
- Develops and manages department budget to include reviewing and approving financial reports, vouchers, and acquisitions.

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 Journalism, Communications, Marketing, Business or related field	and	6 years of	Experience in marketing and communications services	

Substitutions Allowed for Experience	Yes
Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communication theories, concepts, techniques, mediums and strategies.	
Ability to write for various audiences and in various formats.	

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		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.