AUBURN
Human Resources

Spec II, Communications & Marketing-Ctrl

Job Description

JOB INFORMATION

Job Code	OC28B
Job Description Title	Spec II, Communications & Marketing-Ctrl
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	1/5/2012

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Creates communications, marketing and promotional material delivered through various mediums at the University level.

RESPONSIBILITIES

- Develops communication and/or marketing plans to promote the vision, mission, goals and achievements of the University.
- Researches and composes content for dissemination through a variety of mediums, such as internal or external publications, brochures, posters, newsletters, websites, presentations, development/fundraising materials, press packages, or broadcast media.
- Coordinates the production of materials to include content/style editing, designing, printing, photography and/or copywriting.
- Prepares and/or coordinates advertising, media-buying, and prospect-based marketing plans.
- Coordinates marketing and communication calendars, production schedules and deadlines, including coordination of work carried out by external vendors.
- Submits material to journals, associations or other external media, either proactively or in response to requests.
- Evaluates effectiveness of communications, public relations, and/or marketing programs.
- Prepares press releases and participates in public relations activities for the University.
- Plans and organizes special events and meetings, as well as participation at conferences or trade shows.
- Maintains files, databases and electronic records of materials.

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, Marketing or related field	and	2 years of	Experience in marketing and communications services to include print journalism	

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 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			

WORKING ENVIRONMENT

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

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