AUBURN
Human Resources

# Spec III, Communications & Marketing-Ctrl

Job Description

## JOB INFORMATION

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|---|---|
| Job Code | OC28C |
| Job Description Title | Spec III, Communications & Marketing-Ctrl |
| Pay Grade | MC10 |
| Range Minimum | $58,940 |
| 33rd % | $72,700 |
| Range Midpoint | $79,570 |
| 67th % | $86,450 |
| Range Maximum | $100,200 |
| Exemption Status | Exempt |
| Approved Date: | 1/1/1900 12:00:00 AM |
| Legacy Date Last Edited | 1/5/2012 |

## JOB FAMILY AND FUNCTION

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| 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

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| 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 | 4 years of | Experience in marketing and communications services to include print journalism | |

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| 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

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|---|---|
| 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:** |
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| Ability to see information in print and/or electronically and distinguish colors. |