AUBURN
Human Resources

Communications Manager, Ctrl

Job Description

JOB INFORMATION

Job Code	OC36
Job Description Title	Communications Manager, Ctrl
Pay Grade	MC11
Range Minimum	$66,310
33rd %	$81,780
Range Midpoint	$89,520
67th %	$97,260
Range Maximum	$112,730
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	9/15/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Under general supervision reporting to the Creative Director, the Communications Manager, Central serves as a project manager providing communication and marketing services at the university level, as well as for assigned units within the Office of Communications and Marketing.

RESPONSIBILITIES

- Manages creative communications projects from intake to delivery. Responsible for understanding the needs of each project, establishing production schedules and deadlines, overseeing work carried out by external vendors, prioritizing delivery dates and effectively communicating during each phase.
- Advises, collaborates, and consults with central administration, faculty, staff, external entities, and creative teams including designers, photographers, videographers, writers/editors, and printers concerning projects and expected deliverables.
- Works closely with the senior communications manager to ensure communications are on-brand, align with strategic objectives, and are coordinated across a variety of mediums, such as publications, print and digital ads, brochures, posters, signage, newsletters, websites, videos, social media, presentations, development/fundraising materials, and broadcast media.
- Ensures expertise and maintains up-to-date training in the creative team’s project management software programs, as well as training others as needed to ensure proper execution and tracking of all projects.

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	Degree in Journalism, Communications, Marketing, Business, or related field.	and	5 years of	Experience in marketing and communications services.	

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.	
Strong interpersonal skills to work effectively with contacts across campus. Knowledge of core marketing principles, strategies, and best practices as well as marketing and communications mediums.	
Ability to synthesize, clearly articulate, and effectively convey information to a variety of stakeholders.	
Skills in strong communication and writing with the ability to develop impactful communications under deadlines.	
Ability to work in a fast-paced environment under tight deadlines.	
Knowledge of branding and driving consistency across all communications platforms.	
Excellent technological skills to include workflow and digital asset management systems.	
Excellent creative skills with the ability to conceive innovative ideas and lead design teams through execution of those ideas.	

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			Up to 50 pounds
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 and distinguish colors.