AUBURN
Human Resources

Mgr, Communications & Marketing

Job Description

JOB INFORMATION

Job Code	OC37
Job Description Title	Mgr, Communications & Marketing
Pay Grade	MC11
Range Minimum	$66,310
33rd %	$81,780
Range Midpoint	$89,520
67th %	$97,260
Range Maximum	$112,730
Exemption Status	Exempt
Approved Date:	8/11/2025 4:19:49 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Manages the communication and marketing services for a department, small division, or college.

RESPONSIBILITIES

- Manages the daily administration and functional duties related to communication and marketing.
- Develops and manages department budgets as well as prepares contracts or grant proposals.
- Serves as a liaison with local, regional, and national media representatives.
- Manages the implementation of communications, public relations, and marketing strategies designed to support the department.
- Writes and edits the release of information intended for promotion of the department, publications, and/or distribution to the media.
- Advises, collaborates, and consults with departments and colleges regarding communications, public relations, and marketing issues and directives.

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	No specific discipline required. Degree in Journalism, Communications, Marketing, or Business is desired.	and	5 years of	Experience in marketing and communications services. Must have 1 year experience mentoring, leading, or supervising others.	Or
Master's Degree	No specific discipline required. Degree in Journalism, Communications, Marketing, or Business is desired.	and	3 years of	Experience in marketing and communications services. Must have 1 year experience mentoring, leading, or supervising others.	

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		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
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.