AUBURN
Human Resources

Exec Dir, Integrated Media & Institutional Response

Job Description

JOB INFORMATION

Job Code	OC39
Job Description Title	Exec Dir, Integrated Media & Institutional Response
Pay Grade	MC15
Range Minimum	$105,630
33rd %	$137,320
Range Midpoint	$153,170
67th %	$169,010
Range Maximum	$200,700
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
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JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Vice President for Public Affairs, Communications and Marketing, the Executive Director of Integrated Media and Institutional Response provides strategic leadership for the university's strategic communications, executive messaging, crisis communications, and institutional response efforts. The position serves as a key strategic communications advisor to the President's Office and senior leadership, on communications strategy, reputation management, stakeholder engagement, issues management and institution-wide initiatives.

The Executive Director leads university-wide communications planning and execution, oversees high-profile and complex projects, directs crisis communications and response protocols, and develops executive communications. The position establishes enterprise-wide communications standards, leads high-performing teams, and ensures alignment of communication and marketing efforts across the university to advance Auburn's mission, strengthen its reputation and support its strategic priorities.

RESPONSIBILITIES

- Provides leadership for the development and implementation of comprehensive, integrated communications and marketing strategies that advance the university’s mission, strategic goals and institutional priorities.
- Assists the Vice President for Public Affairs, Communication and Marketing with internal crisis communications and issues management, working closely with senior leadership to respond to sensitive or urgent matters with accuracy and speed.
- Serves as a strategic advisor to the Vice President for Public Affairs, Communication and Marketing, the President and other senior leaders on communications strategy, reputation management, crisis communications, and issues management affecting the university.
- Directs crisis communication planning and response efforts, partnering with senior leadership to develop communication strategies that protect and enhance the university's reputation during sensitive, high-profile, or emergency situations.
- Oversees the planning, execution, and evaluation of institution-wide communications, marketing, and branding initiatives, ensuring consistency, effectiveness, and alignment across all channels and audiences.
- Guides the development and execution of major university announcements, presidential communications and strategic initiatives, ensuring cohesive messaging and institutional alignment.
- Anticipates emerging issues, trends and opportunities that may affect the university's reputation or strategic priorities and develops proactive communication strategies to address them.
- Oversees marketing and creative projects, managing workflow from intake to delivery to ensure timely execution of high-quality, audience-focused content.

RESPONSIBILITIES

- Supervises and mentors communications staff, fostering a collaborative team environment and ensuring alignment with university branding and strategy.
- Collaborates with the communications and marketing teams to maintain alignment and consistency across all marketing and communications initiatives.
- Evaluates communication strategies and performance through data analysis, benchmarking, and reporting, providing actionable insights for continuous improvement.
- Serves as a liaison to assigned university units, helping to tailor and integrate messaging to support both unit-level and institutional goals.
- Contributes to content creation, including copywriting, editing, and design support, to ensure consistent, brand-aligned marketing and communication 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	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. A degree in Communications, Journalism, Marketing, Public Relations or related field is desired.	and	10 years of	experience in content strategist, print and electronic communications services, media relations, journalism, or similar roles.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Demonstrated ability of communication and collaboration skills with a record of accomplishment of successfully interfacing with executives and senior leaders who are internal and external.	
Demonstrated ability to develop strategic plans and policies and to orient people toward achieving desired results.	
Ability to write for executive-level communications for various audiences and in various formats.	
Strong ability to manage multiple projects simultaneously while maintaining attention to detail and meeting deadlines. Proficient in prioritizing tasks, coordinating resources, and adapting to changing circumstances to ensure successful project outcomes.	
Ability to manage and strategize media relations initiatives and content marketing campaigns.	
Excellent leadership skills characterized by the ability to inspire and motivate team members toward a common vision. Strong decision-making capabilities, with a focus on empowering others, providing constructive feedback, and cultivating a positive team culture.	
Committed to mentoring and developing talent, fostering professional growth, and encouraging innovative thinking to achieve organizational goals.	
Knowledge of various communication media, concepts, techniques, and strategies.	
Familiarity with relevant higher education communications and marketing best practices.	
Excellent writing, editing, and storytelling skills.	
Proficient in selecting and utilizing the most effective distribution channels for content, ensuring that messaging resonates with target audiences and drives engagement across various platforms.	

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			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:

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

Travel Requirements:

None Required