AUBURN
Human Resources

# Mgr, ACES Communications & Marketing

## JOB INFORMATION

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| Job Code | OC42 |
| Job Description Title | Mgr, ACES Communications & Marketing |
| 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 | 4/25/2014 |

## JOB FAMILY AND FUNCTION

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

## JOB SUMMARY

Manages a defined segment of the overall ACES communications and marketing department.

## RESPONSIBILITIES

- Manages the daily administration and operations of a specific functional area within ACES communications and marketing.
- Manages budgets for assigned functional area.
- Serves as liaison to entities both internal and external to ACES, as necessary; collaborates with others on projects and initiatives.
- Manages the implementation of communications, public relations, and/or marketing strategies.
- Provides management of projects and initiatives related to communications and marketing.
- May create or edit materials intended for the promotion of ACES educational products and the overall ACES brand.
- May provide a variety of creative, graphical, editorial, or artistic services in support of the overall ACES mission.

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 | 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 | Degree in Journalism, Communications, Marketing, or related field | and | 3 years of | Experience in marketing and communications services | |

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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 KNOWLEDGE, SKILLS, & ABILITIES

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|---|---|
| Knowledge of various marketing and communications theories, concepts, techniques, mediums, and strategies | |

## 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 | | |

## WORKING ENVIRONMENT

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

| **Vision Requirements:** |
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| Ability to see information in print and/or electronically. |