AUBURN
Human Resources

Sr Account Manager

Job Description

JOB INFORMATION

Job Code	OC46
Job Description Title	Sr Account Manager
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:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	3/5/2019

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Serves as a high level project manager, collaborating with priority clients to ensure smooth creation and delivery of marketing materials to suit their often-complex needs. Handles a large volume of projects from time of intake through printing or publishing.

RESPONSIBILITIES

- Plans and oversees communications and marketing projects from intake to printing or publishing. Responsible for understanding the needs of each project, prioritizing delivery dates, and effectively communicating during each phase. Interfaces with clients and designers to establish production schedule and deadlines. Ensures projects are on time and approved by clients.
- Serves as the communications and marketing liaison for the Office of Admissions and Recruitment and the Office of Inclusion and Diversity to develop content and strategy. Identifies and develops key messages and works with Creative Director to ensure consistency of messages across media, events, programs and platforms.
- Monitors and assesses external organizations' rankings for Auburn University and develops methods for marketing the information.
- Serves as the primary media buyer for paid media opportunities. Follows AU Policies and Procedures with all financial negotiations and transactions.
- Liaises with the Office of Special Events to promote projects related, but not limited to, events of presidential priority (graduation, faculty awards, etc.) and town-gown partnership events.
- Evaluates the effectiveness of communications, public relations, and/or marketing programs.
- Conducts market research and analysis. Prepares reports of findings, translating complex findings into written text and/or graphics.

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 be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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 Marketing, Advertising, Communications, Public Relations or related field.	and	5 years of	Experience in marketing and communications services which includes project management, market research, and media buying.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Advanced understanding of project management best practices, marketing strategy and visual communication principles.	
Knowledge of various printing processes and timelines.	
Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.	
Knowledge of U.S. copywrite laws.	
Critical thinking skills to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.	
Ability to think conceptually and strategically when creating solutions for projects, ensuring they are appropriately targeted to specific audiences.	

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:

Requires performing and/or viewing work on a computer screen for the majority of the day. Ability to view and interpret information on a computer screen for long periods of time.