AUBURN
Human Resources

Dir, Communications, Marketing, & Client Relations

JOB INFORMATION

Job Code	OC51
Job Description Title	Dir, Communications, Marketing, & Client Relations
Pay Grade	MC14
Range Minimum	$95,140
33rd %	$120,510
Range Midpoint	$133,190
67th %	$145,870
Range Maximum	$171,240
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	6/17/2022

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Provides overall leadership and vision for managing and directing the office of Communications, Strategic Marketing, and Client Relations within the Alabama Cooperative Extension System (ACES). Serves as principal media contact for ACES and is integrally responsible for building and promoting brand awareness, as well as providing efficient communications, marketing, design, editorial, digital, and web services that broaden Extension's reach in providing innovative and strategic solutions for clients.

RESPONSIBILITIES

- Responsible for creating, implementing and measuring the success of a comprehensive communications, marketing, and client relations program that will enhance ACES' image and position within the education marketplace and the public. Facilitates internal and external communications, as well as all ACES communications, marketing, and client relations activities, regarding educational product production, media, media relations, and client targeting.
- Responsible for the achievement of communications, marketing, and client relations unit goals and objectives. Ensures that evaluation systems are in place to track goals and report progress to the System Administrative Team. Develops, implements, and monitors systems and procedures ensuring efficient operation of the communication, marketing, and client relations function. Keeps informed of developments in the fields of communications, marketing, and client relations, as well as land-grant missions, and guides the unit to operate with initiative and innovation.
- Responsible for guiding the System Administrative Team and System Program Team to develop and maintain a strategic perspective, based on marketplace and constituent needs, in organizational direction, programming and services, and decision-making. Serves on the System Program Team to ensure ACES vision, mission, and values enhance the relevance and quality of programs, products, and services offered to the public.
- Responsible for developing, coordinating and overseeing technical assistance and resource materials to assist Priority Program Teams and County Extension Offices in the marketing, communications, and positioning of their activities with client groups. Ensures that ACES regularly conducts relevant market research and monitors demographic trends.
- Responsible for designing, supporting, and overseeing cross-functional teams and building a unit culture that effectively enables staff to: a) transmit ACES' vision, mission, and values and direction; b) engage people in the meaning of ACES; c) respect and use the skills, expertise, experience and insights of people; d) provide direction and resources, removing barriers and helping develop people's skills; articulating expectations and clarifying roles and relationships; e) communicate, which includes helping people transform information into knowledge and learning; f) encourage people to question organizational assumptions and ask strategic questions; ensure quality decision-making; g) anticipate conflicts and facilitate resolution; h) engage people

RESPONSIBILITIES

	in processes, as well as tasks; i) encourage people to use their power, practice their authority, and accept their responsibility; j) model behavior; and k) coach people to success.
•	Responsible for leading editorial direction, design, production, and distribution of all ACES educational resources. Responsible for coordinating media interest in ACES, and ensures regular contact with target media and appropriate response to media requests. Acts as ACES representative with the media and coordinates the appearance of all ACES print and electronic materials.
•	Responsible for ensuring articulation of ACES desired image and position, assuring consistent communication of image and position throughout ACES. Responsible for the communication of image and position to all constituencies, both internal and external.
•	Responsible for maintaining a climate that attracts, retains and motivates top quality personnel. Recruits, trains, appraises, supervises, supports, develops, promotes and guides qualified personnel. Ensures effective management within the communications, marketing, and client relations function, with provision for succession.

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	Supervises others with full supervisory responsibility.

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, Marketing, Public Relations, or related field	and	10 years of	Experience in marketing, communications, public relations, and client relations, with demonstrated success, preferably in the land-grant sector. Hands-on experience in online advertising, paid and organic social media, and marketing analytics is required. Demonstrated, consistent experience executing successful marketing plans, as well as a desire to stay abreast of emerging trends and the latest technology in digital marketing and social media.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Demonstrated skills, knowledge, and experience in the design and execution of communications, marketing, and client relations activities.	
Demonstrated knowledge of budget development and management, as well as hiring, training, developing, supervising, and appraising personnel.	
Demonstrated knowledge and skill writing press releases, making presentations, and negotiating with media.	
Demonstrated knowledge and skill overseeing the design and production of print and digital materials and media platforms.	
Computer literacy in word processing, data base management, and page layout.	
Commitment to working with shared leadership and in cross-functional teams.	
Strong oral and written communications skills.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to manage multiple projects at a time.	
Strong creative, strategic, analytical, organizational and personal sales skills.	

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:

No special vision requirements.