AUBURN
Human Resources

Digital Content Mgr- Student Affairs

Job Description

JOB INFORMATION

Job Code	OC52
Job Description Title	Digital Content Mgr- Student Affairs
Pay Grade	MC08
Range Minimum	$48,360
33rd %	$58,040
Range Midpoint	$62,870
67th %	$67,710
Range Maximum	$77,380
Exemption Status	Exempt
Organizational use restricted to the following divisions	169 SVP for Student Affairs
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	8/9/2022

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Director, Strategic Communications and Marketing, responsible for advancing strategic brand development of creative concepts and deliverables that advance Student Affairs' (SA) mission. Responsible for supporting all SA marketing and communications efforts, as well as supervision of content creators.

RESPONSIBILITIES

- Produces creative content solutions across print and digital platforms, supporting the division’s overall communication strategy and visual identity. Enhances communication efforts across all SA departments through collaborative guidance and feedback.
- Provides strategic visual brand direction and lead development of creative concepts and deliverables on digital platforms. Ensures deliverables support the overall communication strategy and visual identity.
- Consults with clients to gain a strong understanding of specific marketing goals and objectives, to include concepts, design, budget, schedule, and production.
- Collaborates with content creators and outside vendors throughout the design process, including, but not limited to, the communication of design standards and resolution of any creative issues.
- Supervises and directs content creators by managing workloads and providing continuous feedback during the creative process.

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 supervise employees but supervision is not the main focus of the job.

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 Communications, Marketing, Interactive Design, or related field.	and	5 years of	Progressively responsible experience producing and providing creative direction and visual solutions for clients. At least one (1) year experience supervising and/or mentoring full-time employees is required.	

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

Advanced knowledge and skill using Adobe Creative Suite.	
Demonstrated knowledge of the role strategic communications play in the design process, including the relationship and interaction between written content and design elements used to convey meaning and tell a brand story.	
Demonstrated ability to work effectively as part of a creative team.	

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, should have depth perception and the ability to distinguish colors.