AUBURN
Human Resources

Chief Communications Officer

Job Description

JOB INFORMATION

Job Code	OC54
Job Description Title	Chief Communications Officer
Pay Grade	MCUC
Range Minimum	$0
33rd %	$0
Range Midpoint	$0
67th %	$0
Range Maximum	$0
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	9/6/2022

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Chief Communications Officer provides executive leadership for marketing and communication plans University-wide and manages external and internal communications and ensure quality, consistency, and integration of communications and marketing across all colleges and business units. Promotes a differentiated brand through carefully constructed campaigns, and increase audience and community engagement. Serves as an advisor to the university president and is on the leadership team, with the authorities necessary to develop and carry out a strategic communications agenda that advances the university's status and aspirations, both internally and externally.

RESPONSIBILITIES

- Develops leadership vision and provides strategic direction to Advancement and University leadership regarding communications strategy, public relations, broad-based engagement, enrollment management and brand and fundraising campaign marketing, trends, tools, and experiential activations. Leads, develops, and sustains University-wide brand cohesion and comprehensive and integrated marketing and communications strategies, structures, and protocols.
- Provides executive leadership and strategic oversight for marketing and communications with responsibility for internal and external communications and the integration of messages across Auburn University's campus, affiliates, and partners. Identifies and develops key messages, copy points, and publicity opportunities, and ensures consistency of messages across media, events, programs, and platforms. Aligns university resources and communications strategies supporting and achieving leadership’s strategic objectives at the international, national, state, and local levels.
- Leads the brand strategy and management and executes the annual marketing and communications plan.
- Leads reviews of communications and marketing to underserved populations to assess current practices, evaluate gaps, and develops plans for driving more effective communications aligned with the university vision.
- Advances the University’s public values and aspirations by partnering with leadership and across the institution, as well as external stakeholders, to grow and protect the University’s reputation, build equitable communities, and develop and grow resources for the University.
- Serves as a key role in strategic and budgetary decisions, shaping and driving progress toward Advancement priorities and goals in alignment with the University and its vision and aspirations.
- Provides communications and marketing leaders early warnings about potential problems and challenges, serves as a main point of contact to the president, supports crisis planning and communications, and provides routine, day-to-day communications support for the president’s office.

RESPONSIBILITIES

- Supervises the Communications and Marketing staff which includes monitoring performance plans, assigning project assignments and performance reviews.

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 Marketing, Public Relations, Communications, Journalism, Business Administration or related field. Master's degree is desired.	and	15 years of	Experience in executive level marketing and communications in large, complex organizations with progressively increasing levels of responsibility and accountability. Must have 3 years directly supervising full time employees. Experience working in higher education or an Advancement structure is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Extensive knowledge and experience of marketing principles and industry trends.	
Knowledge and experience of fundraising and fundraising principles.	
Demonstrated commitment to valuing diversity and creating a safe, welcoming and inclusive work environment.	
Demonstrated commitment to being a values-based, inclusive, transparent and collaborative leader who strives for continuous improvement.	
Demonstrated ability to maintain confidences and protect confidential information, as well as act in a selfless manner and model the ethical values of Auburn University.	
Demonstrated success as an effective leader with the ability to develop and communicate long-term vision, values and strategies that focus and drive superb results.	
Proven ability to energize and inspire staff and volunteers while creating a culture of collaboration within direct teams and across organizational units.	
Proven ability and commitment to managing, developing, mentoring and coaching staff and colleagues, with a proven track record of creating organizational structures able to sustain growth and success into the next generation.	
Exceptional interpersonal, verbal, presentation, and written communication skills.	
Ability to communicate in a direct and professional manner that engages dialog to resolve differences, as well as build and maintain positive working relationships.	
Demonstrated ability to work both independently and collaboratively.	
Takes responsibility and initiative to set and meet goals, objectives and obligations while representing the mission, visions and values of the organization.	
Ability to problem solve and handle multiple projects efficiently and effectively.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to make decisions in ambiguous situations and exercise good judgment in a fast paced, dynamic, and deadline driven environment.	
Demonstrated ability to successfully partner with senior leadership and navigate a highly matrixed environment.	
Demonstrated ability to synthesize information to balance the interests of multiple parties and act in a decisive and timely manner.	

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.