AUBURN
Human Resources

# Exec Dir, Strategic Communications & Marketing Operations

## JOB INFORMATION

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| Job Code | OC58 |
| Job Description Title | Exec Dir, Strategic Communications & Marketing Operations |
| Pay Grade | MC16 |
| Range Minimum | $126,760 |
| 33rd % | $164,790 |
| Range Midpoint | $183,800 |
| 67th % | $202,820 |
| Range Maximum | $240,840 |
| Exemption Status | Exempt |
| Approved Date: | 1/1/1900 12:00:00 AM |
| Legacy Date Last Edited | 6/2/2023 |

## JOB FAMILY AND FUNCTION

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

## JOB SUMMARY

Reporting to the Chief Communications Officer (CCO), the Executive Director of Strategic Communications & Marketing Operations provides vision and managerial oversight for all Office of Communications and Marketing (OCM) operations and activities and working in collaboration with the Chief Communications Officer, assists in leading and overseeing the development, implementation, and execution of all comprehensive communications and marketing strategies, initiatives, plans, and services for Auburn University.

The Executive Director of Strategic Communications & Marketing serves as the chief advisor and second-in-command to the CCO, and will be called upon to serve in the CCOs stead in their absence.

## RESPONSIBILITIES

- Builds, mentors, and manages a team of highly skilled marketing communication professionals responsible for the creation and execution of comprehensive, integrated communications and marketing plans that align with the university’s mission and advance its strategic goals and priorities.
- In coordination with the CCO, assists in establishing and nurturing relationships with Auburn University administrators, faculty, and staff to enhance partnerships and collaborations, improving cross-campus strategic communications and marketing consistency and impact, and enhancing OCM’s reputation as the university’s dedicated communications and marketing agency providing best-in-class strategy, support, leadership, and services.
- Deploys a consultative, strategic approach for campus partner engagement ensuring messaging is consistent and effective across all channels, aid in the development of strategies, provides services that address identified gaps and needs, and advances organizational objectives.
- Develops and implements a highly-effective storytelling machine to include but not limited to creative brainstorming, planning, development, and delivery, to ROI metrics to produce strategic, audience-specific stories that cultivate emotional connections and drive beneficial engagement.
- Provides leadership and guidance in visioning and creating a best-in-class digital communications and marketing ecosystem including externally focused websites, social media strategy, tools and structure, and other emerging platforms.
- Oversees the business office and operations of OCM, in partnership with the OCM Administrative Executive, to ensure effective budgeting practices that align allocated funds with OCM initiatives supporting Auburn University's priorities. Manages the onboarding of new staff members and manages contracts with communication and marketing contractors, as needed.

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 | 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 Communications, Marketing, Public Relations, Journalism, Business Administration or related field. | and | 10 years of | Experience in communications and/or marketing, with at least 3 years in a leadership role. Experience in digital marketing, including social media, email marketing, and online advertising is desired. | |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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|---|---|
| Excellent communication and interpersonal skills. | |
| Ability to collaborate effectively with various stakeholders. | |
| Strong strategic planning and project management skills, with the ability to manage multiple projects simultaneously. | |
| Knowledge of emerging trends and best practices in communications and marketing. | |
| Strong analytical skills and the ability to use data to inform decision-making. | |
| Understanding brand management and the importance of consistency in messaging. | |

## 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 | | |

## PHYSICAL DEMANDS

| Physical Demand | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|---|---|---|---|---|---|---|
| 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.