AUBURN
Human Resources

Brand Manager
Job Description

JOB INFORMATION

Job Code	OC61
Job Description Title	Brand Manager
Pay Grade	MC10
Range Minimum	$58,940
33rd %	$72,700
Range Midpoint	$79,570
67th %	$86,450
Range Maximum	$100,200
Exemption Status	Exempt
Approved Date:	3/5/2024 3:29:49 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Brand Manager oversees the day-to-day processes related to the Auburn University brand identity, ensuring its consistency and effectiveness across various projects. Leads brand training efforts, tracks adoption, and maintains branding assets, contributing to the university's cohesive brand presence. Collaborating both internally with the Office of Communications & Marketing team and with campus partners across all colleges and units to ensure the proper understanding, use, and adoption of Auburn's brand.

RESPONSIBILITIES

- Manages the Brand Review submission process, ensuring a streamlined intake and completion process while prioritizing project needs and effectively communicating any required approvals or changes to align with brand standards. Provides consultation regarding design assistance to campus partners and team members to ensure brand compliance.
- Serves as a subject matter expert regarding brand standards, guidelines, and processes, offering valuable insights and advice to campus partners and colleagues.
- Leads brand training initiatives across campus, developing training plans, modules, and conducting training sessions in regards to understanding the branding and how to apply elements to communications. Monitors and tracks training progress while identifying opportunities for improvement.
- Monitors brand adoption through surveys, brand reviews, and other methods to ensure alignment with adoption goals, addressing any gaps in the process.
- Maintains the branding elements in the Brand Center/Digital Asset Management system, ensuring current assets and information are available and making necessary updates as needed.
- Collects and reviews feedback from campus partners to enhance branding input and address evolving needs.
- Monitors the Brand Support email inbox, promptly addressing brand-related inquiries and issues.
- Maintains the inventory of internal branded promotional items, including research, pricing, proper brand application, and ordering.

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	in Communications, Marketing, Business Administration, or related field.	and	5 years of	experience in marketing and communications supporting brand management.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

An understanding of branding principles as well as a passion for branding and achieving brand consistency across all communications.	And
Understanding of basic design principles with the ability to recognize and address brand design application issues and converse knowledgeably with campus designers regarding submitted materials.	And
Technological skills to learn and become proficient in use of the department's brand review submission process and digital asset management systems.	And
Excellent presentation skills with the ability to conduct brand training for campus communicators, designers, agencies/freelancers on use of brand guidelines, resources and tools.	And
Strong interpersonal skills to work effectively with contacts across campus. Ability to work in a fast-paced environment under tight deadlines.	And
Creative thinker with the ability to solve brand compliance issues and offer solutions.	And
Willingness to accept feedback and to continue learning and growing relevant knowledge and skills.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

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 temperatures		X			
Hazards		X			
Wet and/or humid		X			
Noise			X		
Chemical		X			
Dusts		X			
Poor ventilation		X			

Vision Requirements:

Ability to see information in print and/or electronically.