
Auburn University Job Description

Job Title: **Coord, Comm, Mktg, & Events**

Job Family: No Family

Job Code: **AA56**

Grade MC09 \$50,600 - \$81,000

FLSA status: Exempt

Job Summary

Reporting to the Director of Strategic Initiatives and Communications, serves as a communications professional and events coordinator for the Office of the Provost. Responsible for coordinating and executing a diverse range of communications services, strategies, events, and projects. Will perform duties in the following areas: creative content development and design, planning and execution of special events, project development, writing for diverse audiences, and creating content for web-based media.

Essential Functions

1. Works with the Director of Strategic Initiatives and Communications to develop strategic communications and marketing programs that support the goals and objectives of the Office of the Provost.
2. Collaborates with various units within the Office of the Provost to schedule and coordinate special events as well as develop and distribute effective communications and marketing materials to ensure event success.
3. Coordinates events including, but not limited to, annual Provost's Office and supporting unit events, faculty and student programs, guest lecturers and speakers, and other special events.
4. Responsible for the drafting and distribution of internal communications, including remarks and presentations to key stakeholders.
5. Maintains a comprehensive events calendar and adheres to the special events budget of the Provost's Office or supporting unit.
6. Develops event reports, including budgets and post-event analyses, and provides reports to key stakeholders as needed.
7. Assists in the development of event outreach strategies for internal and external stakeholders including creating briefings and designing marketing materials.
8. Assists in the design, development, and distribution of marketing plans and publicity materials for supporting units as needed.
9. Performs other duties as assigned by the Director of Strategic Initiatives and Communications in the Provost's Office.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Communications, Marketing, Public Relations, Public Administration, Graphic Design, or related field.
Experience (yrs.)	5	Experience developing and executing communication and marketing functions and events coordination. Must have the ability to apply technical applications including creative concepts, design, and events planning.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions 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 Required Knowledge

Demonstrated exemplary oral and written communication skills.

Ability to synthesize, clearly articulate, and effectively convey information to a variety of stakeholders.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires standing, walking, reaching, and lifting up to 50 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 11/10/2022
