
Auburn University Job Description

Job Title: **Dir, Strategic Comm &Marketing**

Job Family: No Family

Job Code: **ED31**

Grade MC12 \$66,900 - \$120,400

FLSA status: Exempt

Job Summary

Reporting to the Executive Director of Public Affairs, the Director of Strategic Communications & Marketing focuses on creative strategy, content creation, and implementation and assessment of communication and marketing strategies. Collaborating with administrators and communicators across campus, the director works on the alignment, consistency, and integration of university messaging and communication and marketing products. Ensures the development of integrated campaigns that reflect Auburn's unique strengths in instruction, research and scholarship, and outreach/extension. Identifies and implements creative strategies that raise Auburn's national profile as a leading land-grant university.

Essential Functions

1. Prepares senior university leadership for public events.
2. Participates and leads campus collaborative teams that identify, develop, implement, and manage integrated communication and marketing strategies that advance institutional goals and elevate Auburn's national visibility in compelling, creative and measurable ways.
3. Contributes to development of institutional communication and marketing strategy as a member of the university's senior communications team.
4. Works with central and campus communicators and key administrators to assess and prioritize marketing needs.
5. Reviews and approves creative collateral and adjusts messaging and tactical execution as needed.
6. Works with communications' staff to develop strategy for disseminating major university announcements, including the coordination of diverse communications plans.
7. Represents, as needed, the executive director of public affairs in meetings, strategy sessions, and work groups.
8. Performs other related duties as assigned by the Executive Director of Public Affairs.

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 Journalism, Public relations, communications, or related field.
Experience (yrs.)	5	Experience in writing and supporting executive level communications.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Skills in strong communication and writing with the ability to develop impactful communications under stringent deadlines.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing, .

Job occasionally requires walking, .

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

Date: 9/11/2019
