
Auburn University Job Description

Job Title: **Asst Dir, Trademark Licensing**

Job Family: No Family

Job Code: **EH01**

Grade 35: \$51,900 - \$86,400

FLSA status: Exempt

Job Summary

Oversees daily operations of Auburn University's Trademark & Licensing program. Assists in the promotion, protection and controlled usage of AU trademarks for products and advertising.

Essential Functions

1. Manages the licensing process, including: daily review of new artwork, analysis of finished samples to ensure brand accuracy, generating agreements for internal licensing programs and requests, and working with licensees to create brand accurate product/art concepts.
2. Oversees the office's website development and updates, social media strategy, social media marketing budget, and office newsletter, as well as providing up-to-date information and technology advancements; works with AU licensing agency to execute University national marketing programs via departmental social platforms.
3. Coordinates and communicates with campus constituents, alumni, and others regarding trademark licensing policies and product acquisition options, as well as assists with the sales strategy for licensed product promotions.
4. Manages communications with Auburn University's licensees, potential licensees, internal campus suppliers and others regarding programs, processes and brand use policies.
5. Reviews licensee renewals/licensing requests to determine (among other specifications) uniqueness of product, distribution capabilities, program relevance, potential contribution/commitment to the program; communicates issues with all parties, ensuring licensees are meeting requirements set forth by the AU licensing office.
6. Assists enforcement efforts related to trademark infringement and compliance issues, including monitoring websites and retail markets for unauthorized use of trademarks and unlicensed products; promotes University brand and licensing standards in coordination with the AU licensing agency, Office of University Counsel, city of Auburn, Dept. of Homeland Security, and Auburn Police Dept.
7. Attends tradeshows and represents AU along with other department members at national meetings with CLC and ICLA, as well as engages with existing and potential licensees/retailers and presenting at conferences.
8. Engages with the community and other stakeholders to seek opportunities and share educational presentations about the mission and goals of Auburn's Trademark Licensing program.
9. Assists with setting overall marketing, departmental strategies and budget development.
10. Performs other duties as assigned.

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 Business Administration, Marketing, Communications, Public Relations, Fashion Merchandising, or related field
Experience (yrs.)	5	Experience in a trademark licensing office/agency, preferably working directly with a collegiate trademark licensing office while in a collegiate retail environment, collegiate products manufacturing, or brand marketing.

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

Knowledge of laws and regulations related to trademarks and licensing. Knowledge and ability to implement social media marketing strategies. Knowledge and skills related to website maintenance and updates via Wordpress, CSS and HTML. Knowledge of graphic design abilities using Photoshop, Illustrator, and basics of photography. Knowledge of current economic, retail and manufacturing skills is recommended. Proficient in Word, Excel, and PowerPoint and Cloud based systems. Knowledge and skills related to use of Salesforce, Mailchimp and other data collection and communication software.

Certification or Licensure Requirements

Physical Requirements/ADA

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

Externally imposed deadlines; set or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires standing, walking, sitting, reaching, talking, hearing, and lifting up to 25 pounds.

Job occasionally requires climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 50 pounds.

Need to be able to determine colors

Date: 9/1/2020
