

JOB INFORMATION

Job Code	OB12
Job Description Title	Exec Marketing Officer
Pay Grade	UA13
Range Minimum	\$120,020
33rd %	\$156,030
Range Midpoint	\$174,030
67th %	\$192,040
Range Maximum	\$228,040
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	10/13/2021

JOB FAMILY AND FUNCTION

Job Family:	University Advancement
Job Function:	Advancement Operations

JOB SUMMARY

Reporting to Auburn Advancement's Chief Operating and Strategy Officer and working directly with the Advancement leadership team and SVP, the Executive Marketing Officer collaborates with all advancement colleagues, campus partners, and constituents to develop custom content strategy and execution to increase awareness, engagement, and investment in Auburn University.

RESPONSIBILITIES

- Through new and emerging tools, systems, and teams drives increased investment in Auburn University focusing on fundraising performance, product and/or fund creation, gift level strategies and execution, advertising and promotion effectiveness, distribution effectiveness, micro-market delivery, and constituent satisfaction.
- Partners with all stake holders to drive full integration and alignment between all revenue and engagement functions.
- Guided by data and decision science, collaborates across Auburn Advancement and Auburn University to create unique content strategy and execution across all platforms to targeted audiences, to drive brand awareness, affiliation, and philanthropy.
- Conducts market research, content trends, and creates content to specifically meet the business needs of Auburn University and Auburn Advancement.
- Develops marketing campaigns and product launches, partnering to build print, digital, video, and emerging design elements to ensure maximum consumer engagement.
- Advises and educates advancement staff on defined markets and corresponding strategies.
- Evaluates, tests, and re-tests appeals and campaigns, partnering with data and decision science to strengthen predictive models.
- Working across multiple business functions, partners in building content to increase engagement, grow donor base, and loyalty to Auburn University.

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 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	No specific discipline. Degree in Public Relations, Communications, Journalism, Marketing, Management Information Systems, or related field is desired. Master's degree is desired.	And	10 years of	Directly responsible experience in marketing project management with progressively increasing levels of responsibility and accountability.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communications theories, concepts, techniques, mediums, and strategies, basic accounting and budgeting principles. Ability to lead through influence and partnerships.

Strong interpersonal skills, ability to develop strategic marketing plans within university settings, and ability to lead teams through influence and partnership.

MINIMUM LICENSES & CERTIFICATIONS

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

PHYSICAL DEMANDS & WORKING CONDITIONS

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	
Repetitive Motions		X				
Eye/Hand/Foot Coordination		X				

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
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.