
Auburn University Job Description

Job Title:	Mgr, Media Services	Job Family:	No Family
Job Code:	OC12	Grade 33:	\$39,300 - \$65,500
FLSA status:	Exempt		

Job Summary

Manages and coordinates the operations of the communications and marketing functions within a department, college, or school.

Essential Functions

1. Manages the administrative and functional duties that relate to communication and marketing services.
2. Allocates resources for the production of high quality communication products.
3. Consults and advises with unit subsections, providing technical and procedural information pertaining to various communication and marketing mediums (e.g., publishing, multi-media, duplicating).
4. Coordinates the planning and implementation of public relations and marketing strategies.
5. Creates original designs applied to publications, printed materials, and other miscellaneous items requested by colleges throughout the University.
6. Initiates, coordinates, and administers communications and marketing projects that relate to and affect the shared image and goals of the unit, department, and University.
7. Develops and implements strategies for generating income, promoting better interactions with groups affiliated with the University, and supporting departmental customer relations.
8. Monitors department budget to include reviewing and approving financial reports, vouchers and acquisitions.

Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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, Journalism, Marketing, Public Relations, Human Resources or related field
Experience (yrs.)	5	Experience in marketing and communications services to include publication design and distribution

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

Knowledge of various marketing and communication theories, concepts, techniques, mediums, and strategies. Ability to write for various audiences and in various formats.

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, handling objects with hands, .

Job occasionally requires standing, walking, reaching, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 1/5/2012
