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## Auburn University Job Description

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

Job Family: No Family

Job Code: **OC26**

Grade MC13 \$77,000 - \$138,600

FLSA status: Exempt

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### Job Summary

Directs the communication and marketing services for a division, college, or school.

### Essential Functions

1. Directs the administrative and functional duties in relation to communication and marketing services.
2. Ensures communication products are of the highest quality and contain approved and appropriate content.
3. Advises, collaborates, and consults with department/program, school, and university leaders, deans, and faculty regarding communications, public relations, and marketing issues and directives.
4. Writes, edits, and directs the generation of news release copy, publications material, and web content intended for dissemination.
5. Initiates and directs the planning and implementing of public relations and marketing strategies.
6. Manages college/schools website to maintain accurate, up-to-date information.
7. Initiates, administers, and oversees special communication and marketing projects and events and acts as a news liaison with the media.
8. Develops and manages 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>
<b>Education</b>	Four-year college degree	Degree in Journalism, Communications, Marketing, Business or related field
<b>Experience (yrs.)</b>	6	Experience in marketing and communications services

#### 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.

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### 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.

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 standing, walking, reaching, handling objects with hands, and lifting up to 25 pounds.

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

Date: 1/3/2012

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