

JOB INFORMATION

Job Code	OC39
Job Description Title	Dir, Integrated Media & Communications
Pay Grade	MC14
Range Minimum	\$91,900
33rd %	\$116,410
Range Midpoint	\$128,660
67th %	\$140,920
Range Maximum	\$165,430
Exemption Status	Exempt
Approved Date:	10/25/2024 9:07:25 AM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

The Director of Integrated Media and Communications enhances our team and aids in the development and execution of our news and brand content strategy. This role mandates the planning, creating, and managing of content across various channels to engage our target audiences and advance our marketing and strategic objectives.

RESPONSIBILITIES

- Develops and implements media relations and brand content strategies that align with Auburn's goals and target audiences.
- Researches and analyzes media landscape, market trends, and audience preferences to inform news and brand content creation and media strategy.
- Leads team planning and creation of engaging, relevant content.
- Fosters collaboration with multidisciplinary teams, including photo, video, social media, marketing, design, and other campus partners.
- Oversees the entire news and brand content production process, including writing, editing, and publishing of news and brand content across various channels, such as websites, social media, and email marketing.
- Ensures all news and brand content adheres to Auburn's brand guidelines, voice, and tone.
- Monitors earned media and brand content performance, using analytics to optimize content strategy and inform future initiatives
- Conducts periodic content audits. Tracks, calculates, and provides reports on earned media and brand content Return on Investment (ROI). Develops and maintains content calendars and project plans.
- Stay current with higher education trends, media relations, and brand content strategy best practices.
- Strategizes and improves news and brand content delivery and promotion – analyzes content marketing strategy to evaluate its efficacy.

SUPERVISORY RESPONSIBILITIES

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.
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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. A degree in Communications, Journalism, Marketing, Public Relations or related field is desired.	and	8 years of	experience in content strategist, print and electronic communications services, media relations, journalism, or similar roles.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various communication mediums, theories, concepts, techniques, and strategies.	
Familiarity with relevant higher education communications and marketing best practices.	
Ability to write for various audiences and in various formats.	
Excellent writing, editing, and storytelling skills.	
Strong understanding of news writing, media relations, digital marketing, search engine optimization (SEO), and audience engagement strategies.	
Ability to analyze market trends and audience preferences to inform content strategy.	
Proficient in designing and delivering engaging presentations tailored to diverse audiences, utilizing visual aids and storytelling techniques to effectively communicate key messages and enhance audience understanding.	
Proficient in selecting and utilizing the most effective distribution channels for content, ensuring that messaging resonates with target audiences and drives engagement across various platforms.	
Strong ability to manage multiple projects simultaneously while maintaining attention to detail and meeting deadlines. Proficient in prioritizing tasks, coordinating resources, and adapting to changing circumstances to ensure successful project outcomes. Ability to manage and strategize media relations initiatives and content marketing campaigns.	
Proven ability to foster a collaborative work environment by promoting open communication, encouraging diverse perspectives, and facilitating team engagement. Skilled in organizing team-building activities and workshops that enhance trust, improve relationships, and drive collective problem-solving, ultimately leading to increased team cohesion and productivity.	
Excellent leadership skills characterized by the ability to inspire and motivate team members toward a common vision. Strong decision-making capabilities, with a focus on empowering others, providing constructive feedback, and cultivating a positive and inclusive team culture. Committed to mentoring and developing talent, fostering professional growth, and encouraging innovative thinking to achieve organizational goals.	

MINIMUM LICENSES & CERTIFICATIONS

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

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other
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PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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			
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 and distinguish colors.

Travel Requirements:

None Required