
Auburn University Job Description

Job Title: **Sr Account Manager**

Job Family: No Family

Job Code: **OC46**

Grade MC11 \$61,700 - \$104,900

FLSA status: Exempt

Job Summary

Serves as a high level project manager, collaborating with priority clients to ensure smooth creation and delivery of marketing materials to suit their often-complex needs. Handles a large volume of projects from time of intake through printing or publishing.

Essential Functions

1. Plans and oversees communications and marketing projects from intake to printing or publishing. Responsible for understanding the needs of each project, prioritizing delivery dates, and effectively communicating during each phase. Interfaces with clients and designers to establish production schedule and deadlines. Ensures projects are on time and approved by clients.
2. Serves as the communications and marketing liaison for the Office of Admissions and Recruitment and the Office of Inclusion and Diversity to develop content and strategy. Identifies and develops key messages and works with Creative Director to ensure consistency of messages across media, events, programs and platforms.
3. Monitors and assesses external organizations' rankings for Auburn University and develops methods for marketing the information.
4. Serves as the primary media buyer for paid media opportunities. Follows AU Policies and Procedures with all financial negotiations and transactions.
5. Liaises with the Office of Special Events to promote projects related, but not limited to, events of presidential priority (graduation, faculty awards, etc.) and town-gown partnership events.
6. Evaluates the effectiveness of communications, public relations, and/or marketing programs.
7. Conducts market research and analysis. Prepares reports of findings, translating complex findings into written text and/or graphics.

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 Marketing, Advertising, Communications, Public Relations or related field.
Experience (yrs.)	5	Experience in marketing and communications services which includes project management, market research, and media buying.

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

Advanced understanding of project management best practices, marketing strategy and visual communication principles. Knowledge of various printing processes and timelines. Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media. Knowledge of U.S. copywrite laws.

Critical thinking skills to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Ability to think conceptually and strategically when creating solutions for projects, ensuring they are appropriately targeted to specific audiences.

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, .

Job occasionally requires standing, walking, reaching, and lifting up to 10 pounds.

Ability to view and comprehend information on a computer monitor for long periods of time.

Date: 3/5/2019
