
Auburn University Job Description

Job Title: **Digital Content Mgr- Student Affairs**

Job Family: No Family

Job Code: **OC52**

Grade MC08 \$45,000 - \$72,000

FLSA status: Exempt

Job Summary

Reporting to the Director, Strategic Communications and Marketing, responsible for advancing strategic brand development of creative concepts and deliverables that advance Student Affairs' (SA) mission. Responsible for supporting all SA marketing and communications efforts, as well as supervision of content creators.

Essential Functions

1. Produces creative content solutions across print and digital platforms, supporting the division's overall communication strategy and visual identity. Enhances communication efforts across all SA departments through collaborative guidance and feedback.
2. Provides strategic visual brand direction and lead development of creative concepts and deliverables on digital platforms. Ensures deliverables support the overall communication strategy and visual identity.
3. Consults with clients to gain a strong understanding of specific marketing goals and objectives, to include concepts, design, budget, schedule, and production.
4. Collaborates with content creators and outside vendors throughout the design process, including, but not limited to, the communication of design standards and resolution of any creative issues.
5. Supervises and directs content creators by managing workloads and providing continuous feedback during the creative process.

Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

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, Marketing, Interactive Design, or related field.
Experience (yrs.)	5	Progressively responsible experience producing and providing creative direction and visual solutions for clients. At least one (1) year experience supervising and/or mentoring full-time employees is required.

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

Advanced knowledge and skill using Adobe Creative Suite.

Demonstrated knowledge of the role strategic communications play in the design process, including the relationship and interaction between written content and design elements used to convey meaning and tell a brand story.

Demonstrated ability to work effectively as part of a creative team.

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.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, sitting, talking, hearing, handling objects with hands, .

Job occasionally requires walking, .

Must be able to distinguish colors and perceive depth.

Date: 8/9/2022
