
Auburn University Job Description

Job Title: **Chief Communications Officer**

Job Family: No Family

Job Code: **OC54**

Unclassified

FLSA status: Exempt

Job Summary

The Chief Communications Officer provides executive leadership for marketing and communication plans University-wide and manages external and internal communications and ensure quality, consistency, and integration of communications and marketing across all colleges and business units. Promotes a differentiated brand through carefully constructed campaigns, and increase audience and community engagement. Serves as an advisor to the university president and is on the leadership team, with the authorities necessary to develop and carry out a strategic communications agenda that advances the university's status and aspirations, both internally and externally.

Essential Functions

1. Develops leadership vision and provides strategic direction to Advancement and University leadership regarding communications strategy, public relations, broad-based engagement, enrollment management and brand and fundraising campaign marketing, trends, tools, and experiential activations. Leads, develops, and sustains University-wide brand cohesion and comprehensive and integrated marketing and communications strategies, structures, and protocols.
2. Provides executive leadership and strategic oversight for marketing and communications with responsibility for internal and external communications and the integration of messages across Auburn University's campus, affiliates, and partners. Identifies and develops key messages, copy points, and publicity opportunities, and ensures consistency of messages across media, events, programs, and platforms. Aligns university resources and communications strategies supporting and achieving leadership's strategic objectives at the international, national, state, and local levels.
3. Leads the brand strategy and management and executes the annual marketing and communications plan.
4. Leads reviews of communications and marketing to underserved populations to assess current practices, evaluate gaps, and develops plans for driving more effective communications aligned with the university vision.
5. Advances the University's public values and aspirations by partnering with leadership and across the institution, as well as external stakeholders, to grow and protect the University's reputation, build equitable communities, and develop and grow resources for the University.
6. Serves as a key role in strategic and budgetary decisions, shaping and driving progress toward Advancement priorities and goals in alignment with the University and its vision and aspirations.
7. Provides communications and marketing leaders early warnings about potential problems and challenges, serves as a main point of contact to the president, supports crisis planning and communications, and provides routine, day-to-day communications support for the president's office.
8. Supervises the Communications and Marketing staff which includes monitoring performance plans, assigning project assignments and performance reviews.
9. Performs other duties as assigned.

Supervisory Responsibility

Supervises others with full supervisory responsibility.

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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, Public Relations, Communications, Journalism, Business Administration or related field. Master's degree is desired.
Experience (yrs.)	15	Experience in executive level marketing and communications in large, complex organizations with progressively increasing levels of responsibility and accountability. Must have 3 years directly supervising full time employees. Experience working in higher education or an Advancement structure is desired.

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

Extensive knowledge and experience of marketing principles and industry trends. Knowledge and experience of fundraising and fundraising principles. Demonstrated commitment to valuing diversity and creating a safe, welcoming and inclusive work environment. Demonstrated commitment to being a values-based, inclusive, transparent and collaborative leader who strives for continuous improvement. Demonstrated ability to maintain confidences and protect confidential information, as well as act in a selfless manner and model the ethical values of Auburn University. Demonstrated success as an effective leader with the ability to develop and communicate long-term vision, values and strategies that focus and drive superb results. Proven ability to energize and inspire staff and volunteers while creating a culture of collaboration within direct teams and across organizational units. Proven ability and commitment to managing, developing, mentoring and coaching staff and colleagues, with a proven track record of creating organizational structures able to sustain growth and success into the next generation. Exceptional interpersonal, verbal, presentation, and written communication skills. Ability to communicate in a direct and professional manner that engages dialog to resolve differences, as well as build and maintain positive working relationships. Demonstrated ability to work both independently and collaboratively. Takes responsibility and initiative to set and meet goals, objectives and obligations while representing the mission, visions and values of the organization. Ability to problem solve and handle multiple projects efficiently and effectively. Ability to make decisions in ambiguous situations and exercise good judgment in a fast paced, dynamic, and deadline driven environment. Demonstrated ability to successfully partner with senior leadership and navigate a highly matrixed environment. Demonstrated ability to synthesize information to balance the interests of multiple parties and act in a decisive and timely manner.

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

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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 walking, sitting, talking, hearing, .

Job occasionally requires standing, reaching, handling objects with hands, and lifting up to 10 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 9/6/2022
