
Auburn University Job Description

Job Title: **Exec Dir, Strategic Communications & Marketing Operations** Grade MC16: \$118,000 - \$224,200
Job Code: **OC58**
FLSA status: Exempt
Job Family: Marketing, Communications, & Multimedia
Job Function:

Job Summary

Reporting to the Chief Communications Officer (CCO), the Executive Director of Strategic Communications & Marketing Operations provides vision and managerial oversight for all Office of Communications and Marketing (OCM) operations and activities and working in collaboration with the Chief Communications Officer, assists in leading and overseeing the development, implementation, and execution of all comprehensive communications and marketing strategies, initiatives, plans, and services for Auburn University.

The Executive Director of Strategic Communications & Marketing serves as the chief advisor and second-in-command to the CCO, and will be called upon to serve in the CCOs stead in their absence.

Essential Functions

1. Builds, mentors, and manages a team of highly skilled marketing communication professionals responsible for the creation and execution of comprehensive, integrated communications and marketing plans that align with the university's mission and advance its strategic goals and priorities.
2. In coordination with the CCO, assists in establishing and nurturing relationships with Auburn University administrators, faculty, and staff to enhance partnerships and collaborations, improving cross-campus strategic communications and marketing consistency and impact, and enhancing OCM's reputation as the university's dedicated communications and marketing agency providing best-in-class strategy, support, leadership, and services.
3. Deploys a consultative, strategic approach for campus partner engagement ensuring messaging is consistent and effective across all channels, aid in the development of strategies, provides services that address identified gaps and needs, and advances organizational objectives.
4. Develops and implements a highly-effective storytelling machine to include but not limited to creative brainstorming, planning, development, and delivery, to ROI metrics to produce strategic, audience-specific stories that cultivate emotional connections and drive beneficial engagement.
5. Provides leadership and guidance in visioning and creating a best-in-class digital communications and marketing ecosystem including externally focused websites, social media strategy, tools and structure, and other emerging platforms.
6. Oversees the business office and operations of OCM, in partnership with the OCM Administrative Executive, to ensure effective budgeting practices that align allocated funds with OCM initiatives supporting Auburn University's priorities. Manages the onboarding of new staff members and manages contracts with communication and marketing contractors, as needed.
7. Performs other related duties as assigned.

Supervisory Responsibility

Supervises others with full supervisory responsibility.

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	Bachelor's Degree	Degree in Communications, Marketing, Public Relations, Journalism, Business Administration or related field.
Experience (yrs.)	10	Experience in communications and/or marketing, with at least 3 years in a leadership role. Experience in digital marketing, including social media, email marketing, and online advertising 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

Excellent communication and interpersonal skills. Ability to collaborate effectively with various stakeholders. Strong strategic planning and project management skills, with the ability to manage multiple projects simultaneously. Knowledge of emerging trends and best practices in communications and marketing. Strong analytical skills and the ability to use data to inform decision-making. Understanding brand management and the importance of consistency in messaging.

Certification or Licensure Requirements

None required.

Pre-Employment Screening Requirements

None required.

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 standing, walking, sitting, talking, hearing, .

Job occasionally requires reaching, climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 10 pounds.

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

Date: 6/2/2023

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