

Specialist I/II/III, Communications & Marketing (Student Services Marketing and Communications Specialist)
Auburn University

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Posted Aug. 6, 2021, set to expire Dec. 19, 2021

Job Title	Specialist I/II/III, Communications & Marketing (Student Services Marketing and Communications Specialist)
Department	HCOB Communications and Marketing
Institution	Auburn University Auburn, Alabama
Date Posted	Aug. 6, 2021
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
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Job Description

Job Summary

The Auburn University Harbert College of Business seeks a Communication and Marketing Specialist to join the college's Office of Communication and Marketing. The professional in this position will work closely with our Student Services team (Office of Professional and Career Development, Academic Advising and others) and focus on communicating with our more than 6,000 undergraduate students.

Essential Functions

The primary functions of this role include, but are not limited to:

Develops and executes a student services marketing plan that aligns with the college's vision and mission.

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Researches, designs and composes content for dissemination through a variety of mediums such as website, social media, video, digital signage, publications, brochures, presentations, etc. in coordination with the college's communication and marketing team.

Maintains and updates the Student Services webpages on the college's website (harbert.auburn.edu)

Assist the OPCD and Academic Advising with both print and digital communications and marketing materials, including those for events and programs. .

Coordinates marketing and communication calendars, production schedules and deadlines including coordination of work carried out by external vendors.

Evaluates and reports on the effectiveness of communications and marketing programs.

The Harbert College of Business is one of the country's most prestigious, innovative, and dynamic business schools. Located in the heart of Auburn, Alabama, we offer world-class education in a world-class community. With programs, research centers and faculty that lead the nation, our campus is a leadership hub dedicated to guiding students to the top of their field.

Ranked among the nation's best, the business school complex stands at the corner of Donahue Drive and Magnolia Avenue. The college is comprised of six academic departments: Department of Finance, Marketing, Management, Supply Chain Management, Systems and Technology and the School of Accountancy. Offering undergraduate programs in each of the academic areas and an array of minors such as Entrepreneurship, Business Analytics and International Business, the college is responsive to the needs of industry and prepares students for success. In addition, the college is the home for Centers such as Center for Supply Chain Innovation, RFID Lab, Lowder Center for Family Business & Entrepreneurship. For more information about the college, please visit: <https://harbert.auburn.edu/>

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact