

Deputy Director of Media and Communications
Auburn University

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Downloaded On: Aug. 15, 2024 12:15pm

Posted Aug. 9, 2024, set to expire Dec. 22, 2024

Job Title	Deputy Director of Media and Communications
Department	Charles D. McCrary Institute at AU
Institution	Auburn University Auburn, Alabama
Date Posted	Aug. 9, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing
Job Website	https://www.auemployment.com/postings/47662
Apply By Email	
Job Description	

Job Summary

This position is located in Washington D.C.

The Samuel Ginn College of Engineering's McCrary Institute is seeking candidates for The Deputy Director of Media and Communications position. This position will provide leadership and vision for managing and directing the office of Communications, Strategic Marketing, and Media within the McCrary Institute for Cyber and Critical Infrastructure at Auburn University. Serves as principal media contact for the McCrary Institute and is integrally responsible for building and promoting brand awareness, as well as providing efficient communications, marketing, design, editorial, digital, and media production that broaden McCrary's reach in providing policy solutions for national stakeholders.

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Essential Functions

Creates, implements, and measures the success of a comprehensive communications, marketing, and media production program that will enhance McCrary's image and position within the national cyber policy space. Facilitates internal and external communications, as well as all McCrary communications, marketing, and media production activities, regarding McCrary product production, media, media relations, and client targeting. This includes the leadership and management of the McCrary Institute website, aggregation and distribution of the cyber daily brief, and all other McCrary media products.

Oversees the achievement of communications, marketing, and media production unit goals and objectives. Ensures that evaluation systems are in place to track goals and report progress to the System Administrative Team. Develops, implements, and monitors systems and procedures ensuring efficient operation of the communication, marketing, and media production function. Ensures the developments in the fields of communications, marketing, and media production, as well as McCrary and other national cyber policy & research institutes, and guides McCrary to operate with initiative and innovation.

Guides the Executive Producer and Media Production team to develop and maintain a strategic perspective, based on marketplace and constituent needs, in organizational direction, programming and services, and decision-making. Serves on the McCrary Leadership Team to ensure vision, mission, and values enhance the relevance and quality of programs, products, and services offered to the public.

Designs, supports, and builds a unit culture that effectively enables all McCrary staff to: a) transmit McCrary's vision, mission, and values and direction; b) engages people in the meaning of the McCrary Institute and Auburn University; c) respects and uses the skills, expertise, experience and insights of people; d) provides direction and resources, removing barriers and helping develop people's skills; articulating expectations and clarifying roles and relationships; e) communicates, which includes helping people transform information into knowledge and learning; f) encourages people to question organizational assumptions and ask strategic questions; ensure quality decision-making; g) anticipates conflicts and facilitate resolution; h) engages people in processes, as well as tasks; i) encourages people to use their power, practice their authority, and accept their responsibility; j) models behavior; and k) coaches people to success.

Leads the editorial direction, design, production, and distribution of all McCrary policy, research and educational resources. Coordinates the media interests in all relevant McCrary Institute activities and ensures regular contact with target media and relevant stakeholders' response to media requests. Acts as McCrary's representative with the media and coordinates the appearance of all McCrary print and

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electronic materials.

Ensures articulation of McCrary's desired image and position, assuring consistent communication of image and position throughout the McCrary Institute and constituents both internal and external.

Maintains a climate that attracts, retains, and motivates top quality personnel. Recruits, trains, appraises, supervises, supports, develops, promotes, and guides qualified personnel. Ensures effective management within the communications, marketing, and client relations function, with provision for succession.

Minimum Qualifications

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Bachelor's degree in Communications, Radio Television and Film, Broadcast Journalism, or Marketing, Communications, Public Relations, or related field.

10 years of experience in television or video production services and experience in external relations and communications industry related to academic, media, marketing, and/or public relations. Experience in marketing, communications, public relations, and client relations preferably in government, industry or academia.

Minimum Skills and Abilities

Advanced knowledge on online advertising, paid and organic social media, and marketing analytics.

Advanced knowledge of executing successful marketing plans, as well as a desire to stay abreast of emerging trends and the latest technology in digital marketing and social media.

Excellent public relations and interpersonal skills.

Knowledge of marketing and communications principles and strategies.

Knowledge of collaborating effectively across teams and organizations.

Demonstrated ability to expertly handle sensitive discussions with discretion, strong personal ethics commitment and sound judgment.



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Flexibility to adapt and execute last minute changes

Ability to work independently in a fast-paced newsroom setting and to adjust smoothly to changing assignments under deadline pressure.

Contact Information

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

Contact