

Director of Integrated Media and Communications
Auburn University

Direct Link: <https://www.AcademicKeys.com/r?job=248649>

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Posted Nov. 12, 2024, set to expire Oct. 31, 2025

Job Title	Director of Integrated Media and Communications
Department	Univ Marketing & Strategic Comm
Institution	Auburn University Auburn, Alabama

Date Posted	Nov. 12, 2024
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Application Deadline	Open until filled
Position Start Date	Available immediately

Job Categories	Director/Manager
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Academic Field(s)	Public Relations/Marketing
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Job Website	https://www.auemployment.com/postings/49793
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Apply By Email

Job Description

Auburn University is excited to begin the search for a Director of Integrated Media and Communications to join the Communications and Marketing team! This position enhances the Communication and Marketing team and aids in the development and execution of Auburn's news and brand content strategy. This role provides strategic oversight for the planning, creation, and distribution of content across various channels to engage our target audiences and advance our marketing and strategic objectives .

What You'll Do:

- **Shape Auburn's Story with Strategic Media & Brand Vision**

Lead the charge in crafting bold media and brand story strategies that elevate Auburn's mission, values, and unique identity. You'll analyze market trends, audience behavior, and the media landscape to shape news and content initiatives that build Auburn's presence and inspire our community.

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- **Inspire & Lead Cross-Functional Creative Content Collaboration**

Drive collaboration with talented teams across photography, video, social media, marketing, and design. Together, you'll create powerful, engaging content that resonates with Auburn's diverse audience. As a creative lead, you'll set the tone for projects that capture Auburn's story and make a lasting impact.

- **Elevate Auburn's Voice Through High-Impact Content Production**

Oversee the entire content production pipeline—from ideation and writing to editing and publishing. With a focus on brand consistency, you'll ensure every article, social post, and email captures Auburn's authentic voice. Your leadership will amplify Auburn's brand across digital channels, reaching alumni, students, faculty, and the wider public.

- **Measure, Refine, and Drive Brand Success Through Insight & Innovation**

Harness the power of data to fine-tune Auburn's content strategies, conducting audits, tracking ROI, and continually optimizing for maximum impact. Your strategic insights will keep Auburn at the forefront of higher education branding, ensuring each initiative builds on our success and adapts to new opportunities.

Why You'll Love It Here:

- **Impactful Work:** Your efforts will directly contribute to the growth and success of Auburn University and its priorities.
- **Collaborative Environment:** Join a team of dedicated professionals who are committed to making a difference.
- **Purpose Driven Work:** Align your passion and fulfillment to your work, where you're trusted to reach your full potential and achieve your pinnacle career experience.
- **Culture by Design:** Thrive in a culture that champions respect, accountability, and professional development.

Now is the perfect time to join Auburn Advancement, a dynamic team encompassing Operations and Strategy, Culture and Talent, Engagement, Philanthropy, and Communications. Under the visionary leadership of Senior Vice President Rob Wellbaum - a seasoned and respected advancement professional - our organization is set to revolutionize the future of Advancement.

Contact Information

Please reference Academickeys in your cover letter when

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applying for or inquiring about this job announcement.

Contact

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