

**Assoc VP, Marketing  
Auburn University**

Direct Link: <https://www.AcademicKeys.com/r?job=260300>

Downloaded On: Jul. 26, 2025 7:07pm

Posted Jul. 25, 2025, set to expire Nov. 24, 2025

<b>Job Title</b>	Assoc VP, Marketing
<b>Department</b>	Univ Marketing & Strategic Comm
<b>Institution</b>	Auburn University Auburn, Alabama

<b>Date Posted</b>	Jul. 25, 2025
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<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately

<b>Job Categories</b>	Associate Vice-(Provost/Chancellor)
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<b>Academic Field(s)</b>	Public Relations/Marketing
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<b>Job Website</b>	<a href="https://www.auemployment.com/postings/55019">https://www.auemployment.com/postings/55019</a>
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**Apply By Email**

**Job Description**

### **Job Summary**

Reporting to the Vice President for Public Affairs, Communication and Marketing, the Associate Vice President of Marketing leads the development and execution of an integrated, institution-wide marketing strategy designed to strengthen Auburn's reputation, increase its visibility and enhance its position in the higher education market, while remaining aligned with the university's mission and goals. The Associate Vice President provides leadership for the division in the absence of the Vice President, ensuring continuity of operations and decision-making authority when delegated.

### **Essential Functions**

- Leads the development, implementation, and ongoing refinement of Auburn University's

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comprehensive marketing and positioning strategy.

- In close coordination with the Marketing and Creative Services Director, works to ensure excellence with the marketing, graphic design, and creative services teams in the execution and alignment with university priorities.
- Directs institutional positioning management and ensures visual identity standards are upheld across all university communications and marketing efforts.
- Provides strategic counsel to senior leadership on market positioning and initiatives, visibility and impact strategy, and audience engagement strategies.
- Collaborates with units across campus to develop tailored marketing strategies that reinforce the university's mission and support institutional goals.
- Guides the development of targeted campaigns informed by market research, analytics, and audience segmentation.
- Builds a culture of collaboration and creativity among marketing professionals across campus while fostering innovation and continuous improvement.
- Utilizes data and performance metrics to evaluate campaign effectiveness and drive data-informed decisions.
- Manages the university's marketing budget and resources with efficiency and transparency. • Represents Auburn's marketing leadership at university-wide committees, external events, and national professional conferences.

### Why Work at Auburn?

- **Life-Changing Impact:** Our work changes lives through research, instruction, and outreach, making a lasting impact on our students, our communities, and the world.
- **Culture of Excellence:** We are committed to leveraging our strengths, resources, collaboration, and innovation as a top employer in higher education.
- **We're Here for You:** Auburn offers generous benefits, educational opportunities, and a culture of support and work/life balance.
- **Sweet Home Alabama:** The Auburn/Opelika area offers southern charm, vibrant downtown scenes, top-ranked schools, and easy access to Atlanta, Birmingham, and the Gulf of Mexico beaches.
- **A Place for Everyone:** Auburn is committed to fostering an environment where all faculty, staff, and students are welcomed, valued, respected, and engaged.

Ready to lead and shape the future of higher education? Apply today! War Eagle!

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**Contact Information**

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

**Contact**

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