

Assistant Vice President of Communication
Auburn University

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Posted Oct. 24, 2025, set to expire Feb. 23, 2026

Job Title	Assistant Vice President of Communication
Department	Univ Marketing & Strategic Comm
Institution	Auburn University Auburn, Alabama
Date Posted	Oct. 24, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate Vice-(Provost/Chancellor) Associate Vice-(Provost/Chancellor)
Academic Field(s)	Public Relations/Marketing
Job Website	https://www.auemployment.com/postings/56624
Apply By Email	
Job Description	

Job Summary

Auburn University's Office of Communication and Marketing is seeking a qualified candidates for the position of Assistant VP, Communication. This position is responsible for shaping the university's narrative through storytelling, digital engagement and media relations to strengthen Auburn's visibility and reputation. Reporting to the Vice President for Public Affairs, Communication & Marketing and working in close partnership with the Associate Vice President for Marketing, this position will lead the university's content and platform strategy, overseeing a cross-functional team of writers, videographers, photographers and social media professionals. The AVP will collaborate campus creative and digital teams to ensure Auburn's story is told in a compelling, consistent and innovative way to audiences on campus, across Alabama and nationally.

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Essential Functions

- Develop and maintain Auburn's institutional narrative to ensure all communication reflects the university's mission, voice and values.
- Lead editorial content, media relations, photography, videography, social media and digital engagement.
- Advise the vice president on storytelling, messaging and emerging media trends.
- Direct and develop teams of writers, editors, designers, videographers and photographers.
- Ensure creative excellence across digital, print and multimedia platforms.
- Champion innovative approaches to digital storytelling and engagement to strengthen Auburn's national profile.
- Oversee media relations strategies and maintain strong relationships with local, regional and national outlets.
- Partner with colleges and units to align communications with institutional priorities and foster consistency across decentralized efforts.
- Provide support, when needed, to campus communicators on storytelling, media engagement and digital strategy.
- Promote professional growth within the communications and digital strategy team and represent Auburn in committees, external events and professional associations.
- Performs other duties as assigned.

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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Minimum Qualifications

Bachelor's Degree and 10 years of progressively responsible experience in university communications, media relations and/or digital storytelling, and at least 3 years of experience leading high-performing creative teams within a university or similar complex environment.

Minimum Skills and Abilities

Advanced knowledge in developing and executing communication campaigns in complex, mission-driven organizations.

Demonstrated leadership in a large, complex organization with multiple stakeholders.

Proven ability to exercise emotional intelligence, discretion, and sound judgment in managing sensitive matters and relationships.

Strong background in shaping and maintaining institutional voice, narrative, and brand messaging across digital, print, and multimedia channels.

Familiarity with emerging media, digital platforms and content trends, with the ability to incorporate them into institutional storytelling strategies.

Excellent interpersonal, written and verbal communication skills.

Ability to build consensus, foster collaboration and lead cross-functional teams through influence.

Demonstrated commitment to staff development, transparency, and fostering a high-performing team culture.

Contact Information

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

Contact

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