Auburn University Job Description

Job Title: Mgr, Auburn Fund
Job Code: OA27
FLSA status: Exempt

Job Summary
Manages all aspects of the Auburn Fund's annual giving programs including: telephone, direct mail, online and electronic fundraising, and gift administration.

Essential Functions
1. Develops a coordinated approach of communication and solicitation strategies involving email, direct mail, phone/mail, and volunteer engagement, all focused on shaping a sustainable tradition of annual support.
2. Recruits and manages student staff members, guiding them, providing scripts and fact sheets and recording statistics as appropriate.
3. Leads Auburn University's annual Faculty Staff Campaign by recruiting, training, and organizing campus volunteers needed for this program.
4. Designs, implements, and evaluates programs in support of development efforts while establishing and ensuring compliance with university policies, procedures, goals, and objectives.
5. Oversees the direct mail solicitations from schools and colleges.
6. Generates e-solicitations from various constituents to alumni and friends.

Supervisory Responsibility
Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.
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Minimum Required Education and Experience

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<thead>
<tr>
<th>Education</th>
<th>Minimum</th>
<th>Focus of Education/Experience</th>
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<tbody>
<tr>
<td>Degree</td>
<td>Four-year college degree</td>
<td>Degree in Business Administration, Marketing, Communications, Public Relations, or related field</td>
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<tr>
<td>Experience (yrs.)</td>
<td>5</td>
<td>Experience in fundraising, marketing, and/or public relations</td>
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Substitutions allowed for Education:
Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:
When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge
Knowledge of fundraising programs, marketing strategies, data gathering, and management techniques.

Certification or Licensure Requirements
None Required.

Physical Requirements/ADA
No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one’s control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing, handling objects with hands.

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 6/3/2014