
Auburn University Job Description

Job Title:	Assoc VP, Comm Mktg & Campaign	Job Family:	No Family
Job Code:	OA31	Grade 41:	\$120,200 - \$200,300
FLSA status:	Exempt		

Job Summary

Responsible for the development, management, and execution of innovative marketing, communication and campaign strategies in support of the Office of Development.

Essential Functions

1. Creates, manages, coordinates and executes marketing plans and strategies that achieve the goals and objectives of the Office of Development's fundraising and campaign efforts, as well as those of the Auburn University Foundation.
2. Manages preparation and executes to conclusion national Metropolitan campaign events.
3. Serves as a member of the Development Execution Leadership Team responsible for strategy development for the comprehensive billion dollar campaign.
4. Participates actively in the Office of Development and University meetings and functions that benefit and promote the entire University.
5. Provides oversight,, management and supervision including performance reviews and leadership for the following units within the Office of Development: Campaign Office, Development Communications and Marketing, Donor Relations.
6. Supervises the Communications and Marketing Donor Relations staff which includes monitoring performance plans, assigning project assignments and performance reviews.
7. Initiates and provides line item descriptions and dollar amounts for the campaign budget with each year's spending details included; provides oversight and budget management.
8. Prepares and monitors annual operating budget for AVP unit.

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

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Marketing, Public Relations, Communications, Journalism, Business Administration or related field.
Experience (yrs.)	10	Experience in directing fundraising programs and developing and executing high-level marketing and communications plans.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Knowledge of Internal Revenue Service (IRS) gift regulations, fundraising techniques and strategies, accounting and budgeting principles and practices, and effective leadership practices. Knowledge of core marketing principles, strategies, and best practices as well as marketing and communications mediums.

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 or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires sitting, talking, hearing, .

Job occasionally requires standing, walking, reaching, handling objects with hands, and lifting up to 10 pounds.

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

Date: 4/11/2016
