
Auburn University Job Description

Job Title: **Asst Dir, Advancement Data Insights** Grade UA09: \$64,700 - \$116,500
Job Code: **OA64**
FLSA status: Exempt
Job Family: University Advancement
Job Function:

Job Summary

As a key member of the Advancement Operating and Strategy team, the Assistant Director of Advancement Data Insights is responsible for growing, developing, and maximizing the use of all forms of data to enhance production, drive affinity and loyalty of alumni and friends, provide information and insights that enhance decision-making, and contributes to increased fundraising and engagement success for Auburn University's greatest purpose. Provides expertise to all of Advancement on the collection and direction of data, collaborating across all areas of Auburn Advancement and Auburn University. Advises on leading data practices, leverages data, uses research and advanced analytics to inform leadership decisions on strategic organizational direction and investment, knowledge integration, and continuous improvement in all Advancement teams.

Essential Functions

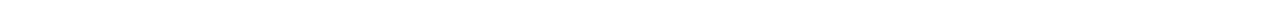
1. Partners with staff across Advancement, including Information Technology, to create a comprehensive and trusted data culture, enhanced processes, as well as to create and facilitate data projects. Builds and enhances data analytics and business insight capabilities to equip the Advancement team with timely and appropriate information, enabling them to make decisions based on data. Working closely with IT colleagues, ensures secure practices with all data-related tools and processes.
2. Contributes to organizational goals and improvements by facilitating business insights to staff, leading to better, faster and relevant decisions, enhancing the availability of data and related tools to maximize their use by team members.
3. Provides formal leadership to the Data Management team, ensuring exceptional standards of data integrity. Provides informal leadership to Advancement staff to ensure data practices are followed. Sets standards for data accuracy and related business processes that ensure a robust database of constituent information. Provides guidance to staff regarding leading practices for data management.
4. Manages comprehensive data science projects, including outsourced projects and internal data analyst staff.
5. Balances insights from data with advancement knowledge and experience of staff to contribute to a trusted output.
6. Maintains a commitment to high quality, trusted information, and analysis through consultation, data cleansing and merging, and data science.
7. Contributes to the work of fundraising and engagement professionals, along with marketing strategists to maximize outcomes including total fundraising productivity, increased alumni event and program participation, personalized communications, and comprehensive data insights that focus and target Advancement activities. Establishes connections and cultivates relationships with Auburn's alumni and all possible constituents, fostering a deepening affiliation with Auburn.
8. Promotes consistent organization-wide practices for collecting, storing, and analyzing data.
9. Performs other related duties.

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.

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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	Bachelor's Degree	No specific discipline.
Experience (yrs.)	6	Experience in Advancement (engagement or philanthropy experience) to include collecting and analyzing various data sets and providing results and recommendations to guide informed data-driven decisions.

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 higher education policies and procedures, budgeting and accounting principles, event planning and management, and marketing and promotional strategies. Knowledge of analyzing data and use the findings to guide decision making. Knowledge of data management, analysis, and fundamental techniques for measuring and interpreting data and reporting. Strong team player who can collaborate and develop trusting relationships with diverse groups of people, including internal staff and external partners. Strong critical thinking and complex problem solving skills to analyze and interpret statistical and descriptive data. Ability to communicate effectively, both orally and in writing.

Certification or Licensure Requirements

None required.

Pre-Employment Screening Requirements

Physical Requirements/ADA

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

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, reaching, talking, hearing, .

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

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

Date: 5/15/2023
