
Auburn University Job Description

Job Title: **Asst VP, Strategic Init & Comm**

Job Family: No Family

Job Code: **AA23**

Grade 38: \$78,900 - \$131,600

FLSA status: Exempt

Job Summary

The Assistant Vice President for Strategic Initiatives (AVPSI) leads development and execution of key initiatives designed to support the Office of the Provost, including its twelve administrative and four academic units that advance the goals outlined in the institution's Strategic Plan. The AVPSI provides senior level management and administrative oversight for the Office of the Provost.

Essential Functions

1. Leads the development of initiatives that advance the goals for the institution's strategic plan. Oversees and implements new, and elevates existing initiatives in support of the institution's mission and strategic plan.
2. Leads efforts with campus partners to assess quantitative analyses and predictive models that support the planning activities of the administration and improves policies, procedures, and projects for improved collaboration supporting institutional goals.
3. Provides leadership to all communications and marketing of academic programs, including creative development and implementation. Implements and coordinates communication and marketing efforts for high-profile academic initiatives such as "Pathway to the Plains" and "Auburn First".
4. Provides daily and long-term strategic leadership to the Provost's Office including administrative oversight to major IT projects supporting student and faculty success such as Salesforces, Adobe Creative Cloud, and Qlik data management software.
5. Directs the development and implementation of operational processes with oversight of multiple staff members within the Provost's office. Advises and counsels the Provost and Senior Vice President for Academic Affairs on operational issues related to academic programs.
6. Oversees staff engagement with vendors and provides direction to the employment of resources, including oversight of activities related to product evaluation and complex project management.
7. Participates in local, regional, and national organizations, conferences, committees, and panels to enhance the image and reputation of Auburn University. Coordinates the university's engagement in the Association of Public and Land-grant Universities (APLU) Powered by Publics Transformational Cluster, a long-term initiative to advance student success and engagement. Collaborates with and leads ten peer universities in the development of comprehensive, integrated strategies designed to eliminate barriers to student progression and improve retention and graduation rates.

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	Master's Degree	Degree in Communications, Business, Data Analysis, or related field
Experience (yrs.)	10	Experience in higher education administration and communications with progressively increasing levels of responsibility and accountability. Must have at least 2 years experience directly supervising full-time employees.

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, strategic planning principles and best practices, key assessment and evaluation approaches, budgeting/ math knowledge, data analysis, and communication practices.

Skills:

Strong interpersonal skills, ability to develop strategic business plans within university settings, ability to build strong leadership teams and improve effectiveness, efficiency, and accountability of university management, ability to oversee university operations, and ability to collaborate and execute projects.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

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, .

Job occasionally requires standing, walking, and lifting up to 25 pounds.

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

Date: 8/30/2019
