
Auburn University Job Description

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| Job Title: | Asst Provost, Academic Operations, Facilities, & Initiatives | Job Family: | No Family |
| Job Code: | AA23 | Grade AA16: | \$107,200 - \$203,700 |
| FLSA status: | Exempt | | |

Job Summary

The Assistant Provost for Academic Operations, Facilities, and Initiatives leads strategic communications and marketing initiatives for 20 academic units and programs and oversees the Provost's Office's academic space operations and management. The Assistant Provost for Academic Operations, Facilities, and Initiatives leads high-level academic initiatives and events, including faculty and staff recognition and commencement exercises, for the institution and its stakeholders and works with individuals and units across campus to implement strategic goals and initiatives to advance Auburn's tripartite mission. Leads strategic communications and marketing initiatives for 20 academic units and programs and oversees the Provost's Office's academic space operations and management.

Essential Functions

1. Provides creative vision and strategic marketing and communication leadership to more than 20 units within the Provost's Office. Supervises the Director of Communications and Marketing and the Director of Academic Events. Leads the development, implementation, and assessment of unit-level campaigns and re-branding efforts that integrate both institutional and Provost's Office branding standards.
2. Leads integrated website redesigns for academic units, provides advanced development and support for Provost's Office units to ensure the successful communication of news, events, and other information in a timely manner to their respective audiences. Redesigns digital and print materials for academic units and creation of premium items.
3. Leads an events team responsible for successfully executing Auburn's Commencement exercise, strategic faculty and staff recognition events, and strategic leadership events. Works with on- and off-campus units to coordinate the use of multiple venues and develops logistic and contingency plans and associated communications. Leads triannual commencement ceremonies for approximately 10,000 graduates and more than 60,000 guests, events for Endowed Faculty Recognition, annual Faculty Awards Process, and Presidential Installation.
4. Serves as the primary administrator for academic space operations and management and Provost's Office representative on the Executive Facilities Committee. Works with Facilities Management to lead the planning for new or modified academic space resulting from the university's Campus Master and Strategic Plans and other critical space needs. Supports the development of new academic construction and renovation projects in partnership with the Facilities Division and the academic/administrative units involved. Provides academic and administrative support to campus planning committees and sub-committees and manages space requests and reallocations for academic buildings and other facilities. Works with Facilities Management and the Office of Information Technology to implement strategic educational upgrades, improvements, and other initiatives to support the institution's mission, including structural, technological, and interior enhancements.
5. Conducts inventories and assesses existing space to address changing needs, identifying solutions for immediate and long-term space issues. Ensures space allocation remains in alignment with the institution's guidelines and plans resulting from new construction, modified space, and vacated space. Provides academic and administrative support to campus planning committees and sub-committees and manages space requests and reallocations for academic buildings and other facilities.

6. Supervises the Marketing Cloud Manager for the Salesforce CRM to support digital marketing

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initiatives for the university and the Provost's Office to improve the use of technology to increase response to the mission. Responsible for strategic and tactical planning, delivery, and operation of Marketing Cloud systems that enable and support the university's marketing and communications objectives, including academic support services, career development, faculty development, and the student experience.

7. Works with the Provost, Associate Provost for Academic Affairs, Associate Provost for Faculty Affairs, and Assistant Provost for Institutional Effectiveness to support a leadership structure focused on developing and implementing strategic initiatives and administrative planning for units within the Provost's Office. Works with additional administrators inside and outside the Provost's Office to collaborate to create organizational efficiencies, recommend changes, and formulate processes. Prepares Board of Trustee (BOT) presentation items and updates on behalf of the academic affairs committee.
8. 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.
9. Assists the development of initiatives that advance the goals for institution's strategic plan. Assists with the implementation of new and elevates existing initiatives in support of the institution's mission and strategic plan.

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, Marketing, Journalism, 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 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, and lifting up to 25 pounds.

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

Date: 1/31/2023
