
Auburn University Job Description

Job Title: **Dir, Engagement, Alumni, & Community Relations** Job Family: No Family
Job Code: **AD60** Grade UA10 \$74,400 - \$133,900
FLSA status: Exempt

Job Summary

Reporting to a Dean of a University College or School, the Director of Engagement, Alumni, and Community Relations provides leadership, strategic vision, and management of the day-to-day operations for alumni and external engagement efforts to support the school or college's advancement goals. This position will be responsible for enhancing and expanding existing relationships with college-based alumni through local, regional, national, and international networks via both the college and Auburn Alumni Association's existing infrastructure, while innovatively engaging untapped areas and networks of alumni. Additionally, this position will provide leadership to the engagement, alumni, and community relations staff to implement programs that leverage these networks to connect with and increase engagement with active alumni.

Essential Functions

1. Oversees and is responsible for the strategic planning, implementation and evaluation of alumni engagement initiatives that support the school or college's advancement goals that are in alignment with the university's strategic plan, on and off campus. Liaises and consults with alumni and advisory boards, advisory councils within the departments of the college, and University and college leaders such as University Alumni Affairs, Development, Career Services, Marketing and Communication leadership in order to increase engagement with active alumni.
2. Utilizes market research, alumni affairs' best practices and trends to develop and pilot new programs as well as establish and implement engagement metrics to measure and evaluate effectiveness. Develops and manages external affinity groups based on alumni and student needs. Establishes functional reporting system for the school or college leadership that is focused on engagement and cultivation.
3. Through staff and oneself, creates and sustains a program of alumni recognition. Collaborates with campus affiliates such as Alumni Affairs, Development, Marketing and Communications, etc. to create and communicate recognition events for alumni. Maintains awareness of external recognition opportunities to elevate the state, national, and global recognition for college alumni.
4. Serves as a member of the Dean's executive leadership team. Collaborates with internal stakeholders to streamline cultivation efforts to ensure a consistent and professional approach. Serves as a representative of the college or school at all events, internal and external to campus.
5. Responsible for hiring, training, supervising, and motivating a strong and strategically-focused team. This includes performance evaluations and assisting with employee relations issues.
6. The nature of this role is highly externally focused, requiring frequent travel and meetings on and off campus during regular and non-traditional business hours, and is therefore expected to operate with high-levels of autonomy.

Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training

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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	Bachelor's degree in Business, Public Relations, Communications, Education, Higher Education, or relevant field.
Experience (yrs.)	10	Experience in external relations, higher education alumni or engagement, non-profit fundraising, or community organization. Five (5) of those years must be higher education. Two (2) years of experience 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

Willingness to try new approaches and learn new skills.

Must be organized, versatile, and a self-starter.

Excellent written and verbal communication skills.

Ability to be a team player in a collaborative, fast-paced environment.

Willingness and ability to be involved in local community and beyond as deemed appropriate and within constraints of position.

Knowledge of principles and practices of communications and public relations and its role in advancing an organizational agenda.

Ability to collaborate and influence, with integrity, and represent the Dean and college in a professional manner.

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.

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.

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Job frequently requires sitting, talking, hearing, and lifting up to 10 pounds.

Job occasionally requires standing, walking, reaching, handling objects with hands, and lifting up to 25 pounds.

Date: 11/10/2022

