Auburn University Job Description

Job Title: Dir, Parent & Family Programs

The Parent & Family Programs Manager acts as the primary point of contact for the parents of all 30,000+ Auburn University enrolled students. This position responds to parents questions/concerns via e-mail, phone, and social media. Communicates with staff across the entire university about parent and family related issues and business.

Essential Functions

1. Directs Parent and Family Programs by serving as the primary point of contact for parents of all enrolled students by responding to parent and family questions/concerns via email, phone, and social media. Develops, oversees, and assesses protocol for responding to parent/student concerns by determining intervention methods and best referral sources to aid students and their families. Supervises Parent & Family Programs staff (Graduate Assistant). Advocates to senior university leadership regarding relevant parent and family needs and trends.


3. Oversees and maintains the AU Family Portal - a multi-department collaboration that provides a centralized portal for parents and families to access grades, financial records, and resources. Coordinates all components of the platform including contracts, departmental agreements, FERPA data integration, content creation, and publicity to campus partners. Maintains the parent and family database in connecting with several departments across campus. Coordinate with campus partners to deliver campus-wide FERPA waiver for employees across campus to be able to be able to release information to external parties. Platform has an active user base of over 50,000 and employee has sole discretion for mass communication to this group.

4. Manages completion of timely and complete case documentation of all parent/student referrals through Maxient electronic record-keeping system to ensure students' needs are integrated into the campus-wide system.

5. Represents Auburn University, Auburn University Student Affairs, and Parent & Family Programs in an official capacity at university and external functions. Attendance at student funerals, advancement events, and alumni events is required. Requires ability to have a flexible schedule and manage travel logistics Serve on university-wide committees to advocate for parent and family needs, including Practical Advising, Academic Advisors and Counselors Caucus, and others as necessary Serves on and/or chairs other university committees to facilitate university initiatives.

6. Create, design, and distribute appropriate marketing and communication content for Parent & Family outlets. Effective utilization of social media content creation and distribution strategies is required. Deliver content suitable for parent and family audience Coordinates the release of salient information through print and video publications, including: Parent & Family Guide, Tiger Transitions, event handouts, Navigate Webinar Series, and others Respond on behalf of senior university administrators regarding parent and family concerns (including: Office of the Senior Vice President for Student Affairs, Office of the Provost, and Office of the President). Serve as the official distribution source of university emergency/public safety communications through the Family Portal.

7. Coordinates the Auburn University Parent & Family Association (AUPFA) and the AUPFA Board.
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of Directors. See to Board of Directors' members needs and concerns as it relates to university policy and operation. Coordinate the logistics of recruitment and selection of board members to the panel. Utilize sound and nuanced judgment in navigating delicate dynamics between parent and family stakeholders and university administration.

8. Collaborate with university stakeholders, including faculty, staff, and students, to create comprehensive crisis management plans, policies, and procedures. Conduct thorough risk assessments and identify potential crises that could impact the university.

9. Act as the primary point of contact during a crisis situation. Responds to emergency situations by providing support to parents/families. Coordinate and mobilize the appropriate resources, including emergency personnel, first responders, and relevant university departments. Provide timely and accurate information to key stakeholders, ensuring clear communication channels are established.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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

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<td>Bachelor's Degree</td>
<td>Higher Education Administration, Business Administration, Human Development and Family Studies, Marketing, Communications and/or related field. Masters Degree preferred.</td>
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| Experience (yrs.) | 6 | Experience coordinating educational programs to include developing, implementing, and evaluating the programs to enhance effectiveness. |

Substitutions allowed for Education:
Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:
When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge
Knowledge of higher education policies and procedures, Family Education Rights and Privacy Act (FERPA) guidelines, and student program development.

Certification or Licensure Requirements
None required.

Pre-Employment Screening Requirements

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 standing, walking, sitting, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 50 pounds.

No special vision requirements.

Date: 4/28/2023