



**JOB INFORMATION**

Job Code	AE91
Job Title	Dir, Parent & Family Prgms
Pay Grade	SR11
Range Minimum	\$54,900
33rd %	\$67,700
Range Midpoint	\$74,100
67th %	\$80,500
Range Maximum	\$93,300
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	3/15/2024

**JOB FAMILY AND FUNCTION**

Job Family:	Student Resources
Job Function:	Student Services
EEO Position Group	63D - Prof w/Other Spec GM<64625

**JOB SUMMARY**

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.

**RESPONSIBILITIES**

- 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.
- Manages budget of Parent & Family Programs and the Auburn University Parent & Family Association. Facilitates unit assessment including the collection, interpretation, and presentation of data.
- 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.
- 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.
- Represent 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.

## RESPONSIBILITIES

- 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.
- Coordinates the Auburn University Parent & Family Association (AUPFA) and the AUPFA Board 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.
- 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.
- 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 RESPONSIBILITIES

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

*To perform this job successfully, an individual must be able to perform the minimum requirements listed below, which are representative of the skill, and/or ability required.*

## MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education	Years of Experience	Focus of Experience
Bachelor's Degree	Degree in Higher Education Administration, College Student Personnel, Communications, and other related field. Masters Degree preferred.	6 years of	Experience in communications, hospitality, customer experience management, client support and/or education.

Substitutions Allowed for Experience	Yes
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*Substitution 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 KNOWLEDGE, SKILLS, & ABILITIES

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

## MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired
None Required.			

## PHYSICAL DEMANDS & WORKING CONDITIONS

**Additional Special Requirements:**

No special vision requirements.