
Auburn University Job Description

Job Title: **Chief Advancement Operations & Strategy Officer** Job Family: No Family
Job Code: **OA14** Unclassified
FLSA status: Exempt

Job Summary

Reporting to the SVP for Advancement, the Chief Advancement Operations & Strategy Officer (CAOSO) provides both university-wide and divisional scope level leadership in developing, communicating, executing, and sustaining the university's externally facing marketing, as well as, the advancement division's operational strategy to realize the vision of leading and shaping the future of advancement. The CAOSO is a critical leader on the Advancement team and at the University. Overseeing the advancement business and systems operations as well as university marketing, the CAOSO will lead the creation of several new teams to drive strategy.

Essential Functions

1. Provides responsible leadership oversight to the head of university marketing, being responsible for creating, managing, coordinating, and executing innovative marketing plans and strategies that achieve the university's and Auburn University Foundation's goals, as well as, Advancement's fundraising and campaign efforts and goals.
2. Oversees all advancement operations functions including finance, accounting, gifts and records, prospect management and research, information systems, infrastructure/building operations, donor compliance, data analytics, data science and market segmentation.
3. Provides fiscal oversight for the Advancement operating budget and Auburn University Foundation accounts and expenditures.
4. Leads the creation of a donor compliance program ensuring the charitable gifts are awardable and impactful and spending is appropriate and prudent.
5. Leads the creation of a data analytics, data science and market segmentation program to produce predictive personas, think-alike clusters, and target markets.
6. Collaborates with executive leadership to develop and execute comprehensive advancement strategies to lead and shape the future of advancement and deliver the best in class organization to Auburn University, its constituencies and team.
7. Builds and nurtures highly effective relationships with advancement leaders, campus leaders, board members and partners.
8. Champions and drives change, anticipating resistance and involving key stakeholders in pursuit of the business case.
9. Serves on the advancement leadership team, engaging all departments and partnering to maximize relationships and deliver outcomes.
10. Provides oversight to the development and implementation of the financial growth strategy for the Auburn Advancement and AUF; Sets the expectation for the use of a structured and data-driven process in the establishment and management of unit goals and budgets.

Supervisory Responsibility

Supervises others with full supervisory responsibility.

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	No specific discipline. Degree must be from an accredited institution.
Experience (yrs.)	10	Preferred 10-15 years combination of experience and education. Demonstrated successful experience in the higher education advancement arena, including exposure to the disciplines and functions inherent in advancement operations/leadership. Desired experience would include direct or indirect (functional) accountability (in whole or part) for business, administration, finance, marketing, analytics, and strategy. At least 5 years' 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

Advanced knowledge of Internal Revenue Service (IRS) gift regulations related to the tax deductibility of gifts; CASE Standards; VSE reporting.

Working knowledge fundraising techniques and strategies, accounting and budgeting principles and practices, and effective leadership practices.

Knowledge of core marketing principles, strategies, and best practices as well as marketing and communications mediums.

Strong interpersonal and communication skills and thorough knowledge of business English, spelling, grammar.

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Certification or Licensure Requirements

Valid Driver's License

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

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, handling objects with hands.

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling.

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

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Date: 8/12/2021

