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## Auburn University Job Description

Job Title:	<b>Digital Philanthropy Strat</b>	Job Family:	No Family
Job Code:	<b>OA29</b>	Grade 37:	\$68,700 - \$114,500
FLSA status:	Exempt		

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### Job Summary

Directs and monitors alumni and development-focused electronic fundraising efforts while providing consulting expertise on the content and philanthropic approaches of these e-communications to development units throughout campus.

### Essential Functions

1. Designs and maintains comprehensive digital communications strategy involving electronically based fundraising, multimedia, social media, and other e-communication approaches designed to build the university's donor base and augment donor support.
2. Manages ongoing and campaign-related electronic communication and fundraising initiatives, to include conceptualizing, optimizing, monitoring, and/or evaluating such efforts.
3. Manages the Office of Development's electronic fundraising platforms designed to maximize the university fundraising effort.
4. Oversees the university-wide scheduling of electronic fundraising communications targeting alumni, donors, and other recipients originating from the university's shared and centrally maintained alumni and development database.
5. Generates original digital media content and contributes to other communication efforts supporting the Office of Development's overall communications, marketing, and fundraising initiatives.
6. Develops and executes strategies to recruit donors through a multichannel approach including web, email, mobile, social media, and online advertising.
7. Ensures that digital fundraising opportunities are integrated into other campaigns.

### Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

*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>
<b>Education</b>	Four-year college degree	Degree in Public Relations, Communications, Journalism, Marketing, Management Information Systems, or related
<b>Experience (yrs.)</b>	5	Experience in fundraising via online sources, planning and executing electronic communications, and working with databases, and content-management systems

#### **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 fundraising techniques, web design, e-marketing systems, and electronic communications approaches that include social media and blogging platforms.

#### **Certification or Licensure Requirements**

None Required.

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### 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, .

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

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

Date: 12/3/2014

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