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## Auburn University Job Description

Job Title:	<b>Dir, Digital Marketing</b>	Job Family:	No Family
Job Code:	<b>OA51</b>	Grade 37:	\$68,700 - \$114,500
FLSA status:	Exempt		

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### Job Summary

Reporting to the Associate Vice President of Communications, Marketing, and Campaign, the Digital Marketing Director oversees and directs the electronic fundraising efforts while providing consulting expertise on the content and approaches of the electronic communications to development units throughout campus. Oversees the annual giving team and fundraising efforts to create goals focusing on crowd-funding and direct appeals for annual gifts.

### Essential Functions

1. Manages the Office of Development's electronic fundraising platforms designed to maximize the university's fundraising effort. Oversees the university-wide scheduling of electronic fundraising communications to target alumni, donors, and other recipients.
2. Leads, develops, and supervises a marketing team that includes a focus on parent and annual giving. Develops goals, plans, and project proposals and ensures they are implemented in a timely manner. Develops and maintains budget for annual fund.
3. Through self and others, generates original digital media content and contributes to other communication efforts supporting the Office of Development's overall communications, marketing, and fundraising initiatives with a direct oversight and strategy on all annual giving digital communications and appeals.
4. Develops and executes strategies to recruit donors through a multichannel approach including web, email, mobile, social media, and online advertising. Works closely with the marketing team to tailor messages to donors, alumni, and friends.
5. Ensures that digital fundraising opportunities are integrated into other campaigns, specific to annual gifts and campus-wide fundraising efforts.
6. Develops policies and procedures as it relates to solicitation schedules and strategies.
7. Contributes to regular brainstorming on innovative, unique communications, and engagement opportunities with annual giving officers across campus, central marketing and communications professionals, development communications professionals, fundraisers, donor relations, Information Management System personnel, and gift processing professionals.
8. Performs other related duties as assigned.

### Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training, 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>
<b>Education</b>	Four-year college degree	Degree in Public Relations, Communications, Journalism, Marketing, Management Information Systems, or related field.
<b>Experience (yrs.)</b>	8	Experience in donor marketing and communications to include advertising, web design, and digital marketing with progressively increasing levels of responsibility and accountability. Requires 2 years of experience supervising full time employees. Experience in building rapport and establishing cooperative working relationship with donors, colleagues, and external partners.

### 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

Expert knowledge of fundraising techniques, specifically annual giving, marketing and advertising concepts, principles, procedures and techniques. Knowledge of web design, e-marketing systems, and electronic communications approaches that include social media and blogging platforms.

Full proficiency in the following areas: Windows, Microsoft Office Suite - Outlook, Word, Excel, PowerPoint; internet browsers; Adobe products; Dropbox/Google Docs/Box.

Attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines is required. Ability to learn and use enterprise software and systems.

### 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.

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.

Job frequently requires standing, walking, sitting, talking, hearing, .

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

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

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Date: 7/13/2020

