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## Auburn University Job Description

Job Title: **Asst Dir, Digital Marketing**

Job Family: No Family

Job Code: **OA52**

Grade UA08 \$56,300 - \$101,300

FLSA status: Exempt

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### Job Summary

Reporting to the Digital Marketing Director, the Assistant Director of Digital Marketing creates communications, marketing, and promotional material delivered through various mediums at the University level. Provides strategic direction, oversight, and best practices for annual giving efforts. Provides guidance to team members to create annual giving appeals, support crowd-funding efforts, and focus on advertising for the Office of Development.

### Essential Functions

1. Supervises the efforts of the call center coordinator, affinity coordinator, and the annual giving coordinator by creating goals, new plans, and project proposals to ensure that goals are met in a timely manner.
2. Develops marketing plans focusing on annual giving to promote the vision, mission, goals and achievements of the University. Evaluates effectiveness of communications, public relations, and/or marketing programs.
3. Coordinates marketing and communication calendars, production schedules and deadlines, including coordination of work carried out by external vendors. Coordinates the production of materials to include content/style editing, designing, printing, photography, and/or copy writing.
4. Prepares press releases and participates in public relations activities for the University, specific to annual giving and fundraising. Prepares and coordinates advertising, media-buying, and prospect-based marketing plans.
5. Researches and composes content for dissemination through a variety of mediums, such as internal or external publications, brochures, posters, newsletters, websites, presentations, development/fundraising materials, press packages, or broadcast media.
6. Contributes to regular brainstorming on innovative, unique communications, and engagement opportunities.
7. Performs other related duties as assigned.

### 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 Communications, Marketing, Business, or related field.
<b>Experience (yrs.)</b>	6	Experience in donor marketing and advertising with progressively increasing levels of responsibility and accountability. Requires 1 year 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

Ability to learn and use enterprise software and systems. Knowledge of fundraising, specifically annual giving, marketing and advertising concepts, principles, procedures and techniques.

Attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines is required.

Working knowledge in these areas: Windows, Microsoft Office Suite - Outlook, Word, Excel, PowerPoint; internet browsers; Adobe products; Dropbox/Google Docs/Box.

#### 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.

Date: 7/10/2020

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