
Auburn University Job Description

Job Title: **VP, Engmt & ED, Alumni Assoc**

Job Family: No Family

Job Code: **OB01**

Grade 42: \$138,300 - \$230,500

FLSA status: Exempt

Job Summary

Reporting to the SVP for Advancement, the Vice President for Engagement and Executive Director of the Auburn Alumni Association provides both university-wide and divisional level leadership in engaging and building value additive relationships with all Auburn constituencies. Serving as a member of Auburn Advancement leadership, drives meaningful engagement, enhances the experience, delivers value, fosters success and promotes life-long affiliation and ownership with alumni, parents, donors, friends, and fans of Auburn. Harnessing data and systems, builds programs and experiences custom to each audience to realize Auburn Advancement's vision of leading and shaping the future of advancement.

Essential Functions

1. Oversees Auburn Advancement Engagement functions including events, engagement and experience, and alumni and gift success.
2. Serves as Executive Director of the Auburn Alumni Association and is responsible for building and operating an active board recruitment process. Engages alumni champions as benefactors and solicits and stewards philanthropic support for the alumni association and its programs.
3. Engages university colleagues to build audience specific tailored engagement and experience offerings.
4. Utilizes new and emerging technologies to build custom engagement strategies for defined audience segments and populations.
5. Builds organizational commitment to values, culture, and employee engagement.
6. Leads the creation of alumni and gift success, partnering with advancement colleagues and university departments to offer life-time value to Auburn graduates and supporters.
7. Provides leadership and direction to all alumni chapters, affiliates, and clubs and builds growth strategies for all affinity groups.
8. Drives production by increasing alumni participation rates, memberships, volunteerism, and advocacy.
9. Drives a high performance culture focused on aspirational goals, results and constant improvement.

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	Degree in Business Administration, Marketing, Communications, Public Relations, or related field. Master's degree is desired.
Experience (yrs.)	10	Successful demonstrated experience creating, building, or leading an Alumni Affairs or engagement organization including 1) programming and engagement strategy, 2) personnel management, and 3) fiscal management and accountability.

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

Knowledge of best-practice management policies and procedures, budgeting and accounting principles, and marketing and promotional strategies. The ability to structure an effective and productive overall engagement strategy which is supported by performance metrics. Effective and inclusive leadership skills and the ability to positively interface with diverse populations. Executive presence and the capacity to create a strong impression across constituent groups, both internally and externally. An ability to relate to business executives and create respect, both personally and institutionally. Excellent oral and written communications skills with established networking capabilities and ability to influence others. Unquestioned ethics and integrity and the ability to establish this as core value within the Office. An understanding of Foundation operations and their inter-relationships with university partners. Ability to comfortably manage several deliverables in tight and highly prescribed time frames.

Certification or Licensure Requirements

None Required.

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, and lifting up to 10 pounds.

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

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Date: 10/12/2021

