
Auburn University Job Description

Job Title: **Sr Dir, Advancement Marketing**

Job Family: No Family

Job Code: **OB06**

Grade MC15 \$98,300 - \$186,800

FLSA status: Exempt

Job Summary

Reporting to the Chief Advancement Operations and Strategy Officer, the Senior Director of Advancement Marketing provides strategic leadership for all broad marketing, alumni, and donor programmatic support and fundraising.

Essential Functions

1. Develops and implements an integrated and cohesive strategic marketing and communications plan to advance the University's fundraising efforts; broadens awareness of programs and activities; increases the visibility of programs across key constituent audiences.
2. Provides strategic advancement marketing oversight to promote and enhance all efforts related to interaction with key external University constituents, including alumni, parents, volunteers, donors, and organizations.
3. Partners with Advancement staff, university leaders, and other internal and external stakeholders to ensure a comprehensive Advancement Marketing strategy that maximizes Auburn University's reach.
4. Leads the content and creative strategy, alumni marketing, charitable cause marketing, and donor participation along with digital strategy teams.
5. Oversees lifecycle marketing initiatives to build loyalty, drive engagement, and donor support.
6. Develops all elements of the Division's social business; designs and drives social media strategy and tactics.
7. Ensures the use of data to inform strategy and track progress. Reviews and analyzes various forms of data and analytics to define metrics, report outcomes, and identify new growth opportunities. Maintains a commitment to data integrity.
8. Oversees a sophisticated and user-friendly web presence for Auburn University's Advancement, including engagement and online giving. Directs comprehensive online strategy for the division.
9. Develops and directs marketing automation strategy via Salesforce Marketing Cloud and related Advancement technology.
10. Directs the creation and development of fundraising and engagement initiative marketing plans, advertising, marketing kits, social media, and other communication materials to support division strategic goals, broadens exposure, or promotes the image and brand. Manages a department budget.
11. Stays abreast of latest trends in marketing, video, social media, and digital strategies across university, non-profit, and for-profit sectors.
12. Performs other 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

Auburn University Job Description

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.

Auburn University Job Description

Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Public Relations, Communications, Marketing, Management, Business Administration, or related field.
Experience (yrs.)	10	Experience in communications, marketing, sales, or management. At least 2 years of experience directly managing 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

Knowledge of various marketing and communications theories, concepts, techniques, mediums, and strategies, basic accounting and budgeting principles

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Externally imposed deadlines; set or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires sitting, talking, hearing, .

Job occasionally requires standing, walking, reaching, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 25 pounds.

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

Date: 2/15/2023
