
Auburn University Job Description

Job Title: **Sr Dir, Engagement & Experience**

Job Family: No Family

Job Code: **OB07**

Grade UA11 \$82,600 - \$156,900

FLSA status: Exempt

Job Summary

Reporting to Auburn Advancement's Vice President of Engagement and Executive Director of the Auburn Alumni Association, the Senior Director of Engagement and Experience provides both university-wide and departmental leadership in engaging and building value additive relationships with all Auburn constituencies. Serving as a member of the Engagement leadership team, 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.

Essential Functions

1. Oversees Auburn Advancement Engagement functions including signature Auburn Alumni Association events, central advancement events, and unit/college events that achieve advancement goals. Leverages and expands the existing alumni engagement network to implement enterprise-wide standards and training for all Auburn Advancement event personnel.
2. Provides leadership, direction, and support of Auburn Alumni Association volunteer programs to include the current international network of Auburn clubs and affiliates. Uses market data and survey results to create new strategies that engage new markets.
3. Work with other advancement staff to ensure all engagement programs offer high quality and meaningful experiences, are fiscally sound and effectively reach target audiences through communication and marketing channels to advance objectives.
4. Serves as staff liaison for Auburn Alumni Association related committee(s) and supports the executive director with the identification, training, and engagement of board directors.
5. Builds organizational commitment to values, vulture, and employee engagement.
6. The nature of this role is highly externally focused, requiring frequent travel and meetings on and off campus during regular and non-traditional business hours, and is therefore expected to operate with high-levels of autonomy.
7. May perform other duties as assigned.

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.

Auburn University Job Description

Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Business Administration, Marketing, Communications, Public Relations or related field.
Experience (yrs.)	8	Demonstrated experience in planning and implementing alumni and advancement events and programs. At least 2 years' experience supervising 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 event planning and communication avenues to reach audiences. Strong knowledge of alumni relations, student affairs, annual giving, and development procedures.

Proficient in fundraising and Alumni Management software.

Ability to maintain effective interpersonal relationships.

Ability to communicate effectively in both oral and written form.

Knowledge of budget control methods, policies, and procedures.

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 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, handling objects with hands, .

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 50 pounds.

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

Date: 3/3/2022
