Auburn University Job Description

Job Title: Sr Dir, Membership & Enrichment  
Job Code: OB15  
FLSA status: Exempt  
Job Family: No Family  
Grade 39: $90,800 - $151,300

Job Summary

Reporting to Auburn Advancement’s Vice President of Engagement and Executive Director of the Auburn Alumni Association, the Senior Director of Membership and Enrichment drives production by increasing alumni participation rates through membership services, sponsorships and revenue, travel programs, and philanthropic support to support the association’s mission. Serves 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. Provides oversight for association membership acquisition, retention, and services that build value and promotes life-long affiliation and ownership with alumni, parents, donors, friends, and fans of Auburn. Responsible for the oversight of membership strategy to ensure it meets member’s expectations.
2. Provides leadership and direction for sponsor and affinity revenue programs, leveraging the unique assets of the Auburn Alumni Association.
3. Leads and directs philanthropic programs to support Auburn Alumni Association’s mission.
4. Provides leadership and direction for Auburn Alumni Association’s sponsored travel programs that provide unique experiences, builds affinity and loyalty.
5. Reviews budget information to ensure alignment with strategic priorities and supports.
6. 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.
7. 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.
Auburn University Job Description

Minimum Required Education and Experience

<table>
<thead>
<tr>
<th>Education</th>
<th>Minimum</th>
<th>Focus of Education/Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Four-year college degree</td>
<td>No specific discipline.</td>
</tr>
</tbody>
</table>

| Experience (yrs.) | 8                          | Experience in alumni development, fundraising, or alumni membership. 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 and experience with setting and meeting fundraising goals from philanthropic gifts;

Experience with securing, managing and fulfilling sponsorship agreements;

Knowledge of best practices for association based membership programs and services;

Knowledge of best practices for engagement travel programs or similar activities that increase participation and build loyalty; ability to build and maintain interpersonal relationships with stakeholders.

Ability to communicate effectively in both oral and written form.

Knowledge of budget control methods, policies and procedures.

Knowledge and experience with CRM or donor management software.

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.

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 sitting, talking, hearing, .

Job occasionally requires standing, walking, and lifting up to 10 pounds.

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