
Auburn University Job Description

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

Job Family: No Family

Job Code: **OB15**

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

FLSA status: Exempt

Job Summary

Reporting to the Chief Advancement Operations and Strategy Officer, the Senior Director of Advancement Strategy provides strategic leadership and mentorship to their assigned unit(s) and collaborates across all areas of Auburn Advancement and Auburn University. Identifies specific audiences and builds custom strategies and connect targeted audiences with Auburn University. Generates strategic initiatives, programs, and functions to drive affinity and investment from stakeholders and models an innovative spirit for the advancement division.

Essential Functions

1. Leads strategy creation, implementation, and delivers outcomes that grow the pipeline of engaged and invested constituents.
2. Works cross functionally with engagement teams, data insights, and marketing and frontline philanthropy teams to build teams and workgroups map constituent journeys and deepen connections with constituents.
3. Utilizes teams, systems, and technologies to prioritize and directly engage identified prospects.
4. Collaborates, refines, and deploys tools and talents to deepen connections and facilitate growth in engagement and investment.
5. Serves as a strategic partner to advancement team leaders, providing recommendations on critical initiatives and trends.
6. Supervises, supports, and maintains a high functioning team to include a Tigers Giving Officer to align with the organization budget and growth plans while improving the growth, effectiveness, and retention of team members. Partners with talent team as necessary to invest in and engage the team. Attracts, retains, and develops talent.
7. Serves as a mentor for all staff, exemplifying the Auburn Advancement's mission, vision, values, and commitment to inclusion and stewardship.
8. Effectively leads change initiatives related to philanthropy and engagement programs to enhance fundraising and engagement metrics.
9. 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, the roles are expected to operate with high-levels of autonomy.
10. 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.

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Minimum Required Education and Experience

| | <u>Minimum</u> | <u>Focus of Education/Experience</u> |
|--------------------------|--------------------------|--|
| Education | Four-year college degree | No specific discipline. |
| 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.

Date: 4/3/2023
