AUBURN
Human Resources

Asst Provost, Academic Operations, Facilities, & Initiatives

JOB INFORMATION

Job Code	AA23
Job Description Title	Asst Provost, Academic Operations, Facilities, & Initiatives
Pay Grade	AA16
Range Minimum	$114,230
33rd %	$148,500
Range Midpoint	$165,630
67th %	$182,760
Range Maximum	$217,030
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/31/2023

JOB FAMILY AND FUNCTION

Job Family:	Academic Services & Administration
Job Function:	Academic Programs

JOB SUMMARY

The Assistant Provost for Academic Operations, Facilities, and Initiatives leads strategic communications and marketing initiatives for 20 academic units and programs and oversees the Provost's Office's academic space operations and management. The Assistant Provost for Academic Operations, Facilities, and Initiatives leads high-level academic initiatives and events, including faculty and staff recognition and commencement exercises, for the institution and its stakeholders and works with individuals and units across campus to implement strategic goals and initiatives to advance Auburn's tripartite mission. Leads strategic communications and marketing initiatives for 20 academic units and programs and oversees the Provost's Office's academic space operations and management.

RESPONSIBILITIES

- Provides creative vision and strategic marketing and communication leadership to more than 20 units within the Provost’s Office. Supervises the Director of Communications and Marketing and the Director of Academic Events. Leads the development, implementation, and assessment of unit-level campaigns and re-branding efforts that integrate both institutional and Provost’s Office branding standards.
- Leads integrated website redesigns for academic units, provides advanced development and support for Provost’s Office units to ensure the successful communication of news, events, and other information in a timely manner to their respective audiences. Redesigns digital and print materials for academic units and creation of premium items.
- Leads an events team responsible for successfully executing Auburn’s Commencement exercise, strategic faculty and staff recognition events, and strategic leadership events. Works with on- and off-campus units to coordinate the use of multiple venues and develops logistic and contingency plans and associated communications. Leads triannual commencement ceremonies for approximately 10,000 graduates and more than 60,000 guests, events for Endowed Faculty Recognition, annual Faculty Awards Process, and Presidential Installation.
- Serves as the primary administrator for academic space operations and management and Provost’s Office representative on the Executive Facilities Committee. Works with Facilities Management to lead the planning for new or modified academic space resulting from the university’s Campus Master and Strategic Plans and other critical space needs. Supports the development of new academic construction and renovation projects in partnership with the Facilities Division and the academic/administrative units involved. Provides academic and administrative support to campus planning committees and sub-committees and manages space requests and reallocations for academic buildings and other facilities. Works with Facilities Management and the Office of Information Technology to implement strategic educational upgrades, improvements, and other initiatives to support the institution’s mission, including structural, technological, and interior enhancements.
- Conducts inventories and assesses existing space to address changing needs, identifying solutions for immediate and long-term space issues. Ensures space allocation remains in alignment with the institution’s

RESPONSIBILITIES

	guidelines and plans resulting from new construction, modified space, and vacated space. Provides academic and administrative support to campus planning committees and sub-committees and manages space requests and reallocations for academic buildings and other facilities.
•	Supervises the Marketing Cloud Manager for the Salesforce CRM to support digital marketing initiatives for the university and the Provost's Office to improve the use of technology to increase response to the mission. Responsible for strategic and tactical planning, delivery, and operation of Marketing Cloud systems that enable and support the university's marketing and communications objectives, including academic support services, career development, faculty development, and the student experience.
•	Works with the Provost, Associate Provost for Academic Affairs, Associate Provost for Faculty Affairs, and Assistant Provost for Institutional Effectiveness to support a leadership structure focused on developing and implementing strategic initiatives and administrative planning for units within the Provost's Office. Works with additional administrators inside and outside the Provost's Office to collaborate to create organizational efficiencies, recommend changes, and formulate processes. Prepares Board of Trustee (BOT) presentation items and updates on behalf of the academic affairs committee.
•	Participates in local, regional, and national organizations, conferences, committees, and panels to enhance the image and reputation of Auburn. University. Coordinates the university's engagement in the Association of Public and Land-Grant Universities (APLU) Powered by Publics Transformational Cluster, a long-term initiative to advance student success and engagement. Collaborates with and leads ten peer universities in the development of comprehensive, integrated strategies designed to eliminate barriers to student progression and improve retention and graduation rates.
•	Assists the development of initiatives that advance the goals for institution's strategic plan. Assists with the implementation of new and elevates existing initiatives in support of the institution's mission and strategic plan.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

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.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Master's Degree	in Communications, Marketing, Journalism, Business, Data Analysis, or related field	and	10 years of	experience in higher education administration and communications with progressively increasing levels of responsibility and accountability. Must have at least 2 years experience directly supervising full-time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of higher education policies and procedures, strategic planning principles and best practices, key assessment and evaluation approaches, budgeting/ math knowledge, data analysis, and communication practices.	
Skills: Strong interpersonal skills, ability to develop strategic business plans within university settings, ability to build strong leadership teams and improve effectiveness, efficiency, and accountability of university management, ability to oversee university operations, and ability to collaborate and execute projects.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing					X	
Walking					X	
Sitting					X	
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching				X		
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically.