AUBURN
Human Resources

Dir, Engagement, Alumni, & Community Relations

Job Description

JOB INFORMATION

Job Code	AD60
Job Description Title	Dir, Engagement, Alumni, & Community Relations
Pay Grade	UA10
Range Minimum	$83,450
33rd %	$105,710
Range Midpoint	$116,840
67th %	$127,960
Range Maximum	$150,220
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	11/10/2022

JOB FAMILY AND FUNCTION

Job Family:	University Advancement
Job Function:	Engagement, Annual Giving, & Campaign

JOB SUMMARY

Reporting to a Dean of a University College or School, the Director of Engagement, Alumni, and Community Relations provides leadership, strategic vision, and management of the day-to-day operations for alumni and external engagement efforts to support the school or college's advancement goals. This position will be responsible for enhancing and expanding existing relationships with college-based alumni through local, regional, national, and international networks via both the college and Auburn Alumni Association's existing infrastructure, while innovatively engaging untapped areas and networks of alumni. Additionally, this position will provide leadership to the engagement, alumni, and community relations staff to implement programs that leverage these networks to connect with and increase engagement with active alumni.

RESPONSIBILITIES

- Oversees and is responsible for the strategic planning, implementation and evaluation of alumni engagement initiatives that support the school or college's advancement goals that are in alignment with the university's strategic plan, on and off campus. Liaises and consults with alumni and advisory boards, advisory councils within the departments of the college, and University and college leaders such as University Alumni Affairs, Development, Career Services, Marketing and Communication leadership in order to increase engagement with active alumni.
- Utilizes market research, alumni affairs' best practices and trends to develop and pilot new programs as well as establish and implement engagement metrics to measure and evaluate effectiveness. Develops and manages external affinity groups based on alumni and student needs. Establishes functional reporting system for the school or college leadership that is focused on engagement and cultivation.
- Through staff and oneself, creates and sustains a program of alumni recognition. Collaborates with campus affiliates such as Alumni Affairs, Development, Marketing and Communications, etc. to create and communicate recognition events for alumni. Maintains awareness of external recognition opportunities to elevate the state, national, and global recognition for college alumni.
- Serves as a member of the Dean's executive leadership team. Collaborates with internal stakeholders to streamline cultivation efforts to ensure a consistent and professional approach. Serves as a representative of the college or school at all events, internal and external to campus.
- Responsible for hiring, training, supervising, and motivating a strong and strategically-focused team. This includes performance evaluations and assisting with employee relations issues.
- 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.

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	
Bachelor's Degree	in Business, Public Relations, Communications, Education, Higher Education, or relevant field.	and	10 years of	experience in external relations, higher education alumni or engagement, non-profit fundraising, or community organization. Five (5) of those years must be higher education. Two (2) years of experience supervising full time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Willingness to try new approaches and learn new skills.	
Must be organized, versatile, and a self-starter.	
Excellent written and verbal communication skills.	
Ability to be a team player in a collaborative, fast-paced environment.	
Willingness and ability to be involved in local community and beyond as deemed appropriate and within constraints of position.	
Knowledge of principles and practices of communications and public relations and its role in advancing an organizational agenda.	
Ability to collaborate and influence, with integrity, and represent the Dean and college in a professional manner.	

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			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.