AUBURN
Human Resources

Dir, Parent & Family Programs

Job Description

JOB INFORMATION

Job Code	AE91
Job Description Title	Dir, Parent & Family Programs
Pay Grade	SR11
Range Minimum	$60,320
33rd %	$74,390
Range Midpoint	$81,430
67th %	$88,470
Range Maximum	$102,540
Exemption Status	Exempt
Organizational use restricted to the following divisions	169 SVP for Student Affairs
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	3/15/2024

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Student Services

JOB SUMMARY

The Parent & Family Programs Manager acts as the primary point of contact for the parents of all 30,000+ Auburn University enrolled students. This position responds to parents questions/concerns via e-mail, phone, and social media. Communicates with staff across the entire university about parent and family related issues and business.

RESPONSIBILITIES

- Directs Parent and Family Programs by serving as the primary point of contact for parents of all enrolled students by responding to parent and family questions/concerns via email, phone, and social media. Develops, oversees, and assesses protocol for responding to parent/student concerns by determining intervention methods and best referral sources to aid students and their families. Supervises Parent & Family Programs staff (Graduate Assistant). Advocates to senior university leadership regarding relevant parent and family needs and trends.
- Manages budget of Parent & Family Programs and the Auburn University Parent & Family Association. Facilitates unit assessment including the collection, interpretation, and presentation of data.
- Oversees and maintains the AU Family Portal - a multi-department collaboration that provides a centralized portal for parents and families to access grades, financial records, and resources. Coordinates all components of the platform including contracts, departmental agreements, FERPA data integration, content creation, and publicity to campus partners. Maintains the parent and family database in connecting with several departments across campus. Coordinate with campus partners to deliver campus-wide FERPA waiver for employees across campus to be able to be able to release information to external parties. Platform has an active user base of over 50,000 and employee has sole discretion for mass communication to this group.
- Manages completion of timely and complete case documentation of all parent/student referrals through Maxient electronic record-keeping system to ensure students' needs are integrated into the campus-wide system.
- Represent Auburn University, Auburn University Student Affairs, and Parent & Family Programs in an official capacity at university and external functions. Attendance at student funerals, advancement events, and alumni events is required. Requires ability to have a flexible schedule and manage travel logistics Serve on university-wide committees to advocate for parent and family needs, including Practical Advising, Academic Advisors and Counselors Caucus, and others as necessary Serves on and/or chairs other university committees to facilitate university initiatives.
- Create, design, and distribute appropriate marketing and communication content for Parent & Family outlets. Effective utilization of social media content creation and distribution strategies is required. Deliver content

RESPONSIBILITIES

	suitable for parent and family audience Coordinates the release of salient information through print and video publications, including: Parent & Family Guide, Tiger Transitions, event handouts, Navigate Webinar Series, and others Respond on behalf of senior university administrators regarding parent and family concerns (including: Office of the Senior Vice President for Student Affairs, Office of the Provost, and Office of the President). Serve as the official distribution source of university emergency/public safety communications through the Family Portal.
•	Coordinates the Auburn University Parent & Family Association (AUPFA) and the AUPFA Board of Directors. See to Board of Directors' members needs and concerns as it relates to university policy and operation. Coordinate the logistics of recruitment and selection of board members to the panel. Utilize sound and nuanced judgment in navigating delicate dynamics between parent and family stakeholders and university administration.
•	Collaborate with university stakeholders, including faculty, staff, and students, to create comprehensive crisis management plans, policies, and procedures. Conduct thorough risk assessments and identify potential crises that could impact the university.
•	Act as the primary point of contact during a crisis situation. Responds to emergency situations by providing support to parents/families. Coordinate and mobilize the appropriate resources, including emergency personnel, first responders, and relevant university departments. Provide timely and accurate information to key stakeholders, ensuring clear communication channels are established.

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	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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	Degree in Higher Education Administration, College Student Personnel, Communications, and other related field. Masters Degree preferred.		6 years of	Experience in communications, hospitality, customer experience management, client support and/or education.	

Substitutions Allowed for Experience	Yes

Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of higher education policies and procedures, Family Education Rights and Privacy Act (FERPA) guidelines, and student program development.	

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:

No special vision requirements.