AUBURN
Human Resources

Exec Dir, Special Events & Special Asst to the Pres

Job Description

JOB INFORMATION

Job Code	EC10
Job Description Title	Exec Dir, Special Events & Special Asst to the Pres
Pay Grade	MCUC
Range Minimum	$0
33rd %	$0
Range Midpoint	$0
67th %	$0
Range Maximum	$0
Exemption Status	Exempt
Organizational use restricted to the following divisions	100 Office of the President
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JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Public & Governmental Relations

JOB SUMMARY

Provides executive-level strategic leadership and advisory support to advance major institutional priorities under the direction of the President. This includes overseeing the planning, coordination, and execution of University-wide fundraising campaigns, capital development initiatives, and high-impact Presidential engagements. Serves as an advisor to the President on community relations, effective stakeholder engagement, and successful outcomes for complex, high-visibility initiatives with implications for the University.

RESPONSIBILITIES

- Provides executive oversight for high-profile Presidential hospitality events, strategic functions, and special initiatives, ensuring flawless execution that advances the President's agenda and reinforces the University's institutional priorities.
- Leads the strategic planning, launch, and execution of major institutional initiatives—including University-wide fundraising campaigns and capital development projects ensuring alignment with presidential direction and long-term institutional goals.
- Serves as the President's senior representative to Auburn City and Lee County governments, articulating University positions at City Council and County Commission meetings and strengthening the institution's influence across key civic and governmental bodies.
- Cultivates and stewards high-value relationships with community leaders, civic organizations, business partners, and other stakeholders to advance University priorities, expand institutional impact, and foster enduring partnerships.
- Monitors and interprets Auburn City ordinances, resolutions, and governmental actions, advising the President and senior leadership on implications for University operations, strategic planning, and regulatory compliance.
- Identifies and advances opportunities to shape public policy aligned with University and student needs; provides strategic guidance to faculty, staff, and students on navigating local government processes and community-related issues.
- Coordinates with Auburn City and Lee County offices, departments, and agencies to support University-sponsored events, strengthen community awareness, and ensure the safety, accessibility, and well-being of students, faculty, staff, and visitors.
- Oversees a comprehensive portfolio of community and campus events designed to elevate the University's visibility, strengthen University-community relationships, and reinforce institutional priorities.
- Develops and leads strategies to address complex University-City issues, fostering collaboration, resolving challenges, and advancing mutually beneficial outcomes that enhance the University's standing and operational effectiveness.

RESPONSIBILITIES

- Directs the design, organization, and execution of all logistical components for community and campus events—including program development, guest management, vendor procurement, security coordination, and volunteer engagement—ensuring exceptional quality and alignment with presidential and institutional expectations.
- Provides executive stewardship of budgets associated with community and campus events, forecasting needs, ensuring fiscal responsibility, and aligning resource allocation with University priorities and strategic objectives.

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	no specific discipline	and	10 years of	experience in public relations, marketing, or similar field in working effectively with diverse and broad-based community constituents. Experience must also include major event planning and successful relationship management with community leaders.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of government relations and public policy processes, including municipal governance, legislative procedures, and community-based decision-making that affect higher-education institutions.	
Knowledge of event strategy, protocol, and executive-level hospitality standards, with an understanding of how high-visibility events support institutional priorities and stakeholder engagement.	
Skill in building and sustaining strategic relationships with government officials, community leaders, and diverse stakeholder groups to advance organizational objectives.	
Skill in planning, coordinating, and executing complex events, including vendor management, budget oversight, and logistical design for high-profile University and community functions.	
Ability to analyze and interpret local government actions, anticipate their impact on the University, and communicate implications effectively to senior leadership.	
Ability to develop and implement collaborative strategies that strengthen University-City partnerships and address shared issues in ways that promote mutual benefit.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
DL NUMBER - Driver License, Valid and in State		Upon Hire	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			25 lbs
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, should have depth perception and the ability to distinguish colors.

Travel Requirements:

In-State; Domestic

Additional Special Requirements:

This position requires flexibility to support high-visibility Presidential and institutional priorities, including participation in evening, weekend, and after-hours engagements as dictated by the needs of the Office of the President and major University initiatives.