AUBURN
Human Resources

Dir, Campus Store

Job Description

JOB INFORMATION

Job Code	EF01
Job Description Title	Dir, Campus Store
Pay Grade	SL14
Range Minimum	$91,860
33rd %	$119,410
Range Midpoint	$133,190
67th %	$146,970
Range Maximum	$174,520
Exemption Status	Exempt
Approved Date:	5/25/2021 3:55:34 PM
Legacy Date Last Edited	11/10/2022

JOB FAMILY AND FUNCTION

Job Family:	Sales
Job Function:	Bookstore

JOB SUMMARY

Under the general supervision of the AVP, Budgets & Business Operations, the Campus Store Director is responsible for managing and leading the daily operations of the AU Campus Store. This position performs a broad spectrum of functions related to the overall management of the store, including, but not limited to: strategic planning, customer service, marketing and promotions, as well as data and budget analysis. The Director is responsible for communication strategies from the campus store to the Auburn University community regarding course materials, emblematic products, general merchandise, and technology goods. The Director must possess and demonstrate a high standard of work, organization, and prioritization.

RESPONSIBILITIES

- Responsible for developing, monitoring, and achieving strategic and financial goals for the Campus Store. Monitors and analyzes results and recommends action including revision of plans.
- Keeps abreast of industry standards and higher education trends and developments. Is knowledgeable about evolving university retail developments, new marketing ideas, and changes throughout the general higher education retail industry. Maintains current knowledge of alternative delivery platforms and the associated solutions available to AU customers.
- Spearheads the development, execution, and maintenance of communication and marketing plans directed towards students, faculty, and staff. Facilitates marketing and customer service strategies to increase engagement and utilization with the Campus Store and the eCommerce site. Approves the content of print, email, and social media communication to students, staff, and faculty of Campus Store promotional materials.
- Responsible for the campus-wide adoption process for course materials, including new, used, digital, rental, and All Access (inclusive access) textbooks. Communicates and empowers the course material program of Auburn University and the Campus Store. Works with key campus stakeholders to create dynamic course material strategies. Establishes and maintains campus and faculty relationships to ensure timely submission of course requirements, which includes visiting academic departments to ensure high visibility and connection between Auburn University and the Campus Store.
- Maintains the highest level of customer service to Auburn University students, staff, and faculty populations, while being cognizant of AU efforts in offering the lowest cost and broadest content access to students.
- Coaches and communicates with the store team about retail strategies and services. Shares technical knowledge and provides recommendations about ways to connect customers with the right solutions or products. Encourages professional development opportunities for staff. Develops and manages staff recognition program.

RESPONSIBILITIES

- Develops effective partnerships with colleagues in a variety of university offices including campus academic departments, Alumni, Athletics, Trademark Management & Licensing, Office of Communications and Marketing, and Facilities Management.
- Produces and reviews financial information and reports, including monthly profit and loss statements, financial analyses, and benchmarking data.
- Maintains responsibility for all financial aspects of the Campus Store, including equipment, receivables, physical inventory, petty cash, and accounts payable. This also includes managing expenses to meet financial goals.
- Develops the annual budget and monthly income and expense projections.

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	Supervises others with full supervisory responsibility.

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 Management, Business Administration, Marketing, Accounting or related field	and	7 years of	Progressively responsible experience in retail management and marketing is required. Experience within a college or university bookstore is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Demonstrated knowledge of retail operations, point of sale systems, accounting principles and practices, and marketing techniques.	And

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		

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.