AUBURN
Human Resources

Digital Philanthropy Strat

Job Description

JOB INFORMATION

Job Code	OA29
Job Description Title	Digital Philanthropy Strat
Pay Grade	UA09
Range Minimum	$72,570
33rd %	$91,920
Range Midpoint	$101,600
67th %	$111,270
Range Maximum	$130,620
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	12/3/2014

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Directs and monitors alumni and development-focused electronic fundraising efforts while providing consulting expertise on the content and philanthropic approaches of these e-communications to development units throughout campus.

RESPONSIBILITIES

- Designs and maintains comprehensive digital communications strategy involving electronically based fundraising, multimedia, social media, and other e-communication approaches designed to build the university's donor base and augment donor support.
- Manages ongoing and campaign-related electronic communication and fundraising initiatives, to include conceptualizing, optimizing, monitoring, and/or evaluating such efforts.
- Manages the Office of Development's electronic fundraising platforms designed to maximize the university fundraising effort.
- Oversees the university-wide scheduling of electronic fundraising communications targeting alumni, donors, and other recipients originating from the university's shared and centrally maintained alumni and development database.
- Generates original digital media content and contributes to other communication efforts supporting the Office of Development's overall communications, marketing, and fundraising initiatives.
- Develops and executes strategies to recruit donors through a multichannel approach including web, email, mobile, social media, and online advertising.
- Ensures that digital fundraising opportunities are integrated into other campaigns.
- 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	May supervise employees but supervision is not the main focus of the job.

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 Public Relations, Communications, Journalism, Marketing, Management Information Systems, or related	and	5 years of	Experience in fundraising via online sources, planning and executing electronic communications, and working with databases, and content-management systems	

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 fundraising techniques, web design, e-marketing systems, and electronic communications approaches that include social media and blogging platforms.	

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.