AUBURN
Human Resources

Dir, Advancement Business Systems

Job Description

JOB INFORMATION

Job Code	OA30
Job Description Title	Dir, Advancement Business Systems
Pay Grade	UA10
Range Minimum	$83,450
33rd %	$105,710
Range Midpoint	$116,840
67th %	$127,960
Range Maximum	$150,220
Exemption Status	Exempt
Organizational use restricted to the following divisions	109 Senior VP-Advancement
Approved Date:	6/24/2026 10:25:48 AM

JOB FAMILY AND FUNCTION

Job Family:	University Advancement
Job Function:	Advancement Operations

JOB SUMMARY

The Director, Advancement Business Systems, directly administers, manages, oversees, and sets direction for Auburn Advancement's CRM and related programs. This role leads a team of dedicated professionals to grow and develop the Advancement CRM, maximizing its capabilities, and setting direction for the enhancement of the CRM, its related integrations and reporting. Serves as a knowledgeable Advancement leader, providing support to all areas of the Advancement team.

RESPONSIBILITIES

- Leads a team of professionals in managing the Advancement CRM, associated integrations, reporting and related tools to provide access to and support for all Advancement operations.
- Sets timelines and plans to oversee upgrades and related maintenance of the CRM. Works closely with external implementation partners to ensure all ongoing maintenance, training, and CRM development is maximized for Advancement use.
- Partners with Advancement leaders and staff to develop and expand integrated systemwide CRM strategic objectives in support of Advancement priorities.
- Develops cross-campus partnerships where Advancement data can be shared to maximize a robust data storehouse to achieve Auburn Advancement philanthropic and engagement goals.
- Leads collaborative discussions and planning with key stakeholders to identify areas of optimization of the CRM, developing solutions to address their business needs. Actively directs CRM enhancement rollouts. Provides leadership to the team for the migration of data, integrations, workflows, business rules, views, and dashboards.
- Works collaboratively with the Data Insights team to maximize data integrity, developing ongoing strategies and tactics to maximize the use of data in Advancement.
- Works collaboratively with the Director, Advancement IT (Infrastructure) to develop and implement CRM-related projects and activities that support the long-term health of the CRM in support of Advancement goals.
- Works collaboratively with the Foundation Information Security Manager to ensure the CRM remains a secure environment through sound access controls and confidentiality protocols.
- Effectively communicates to stakeholders regarding CRM changes. Provide change management oversight to improve CRM use, training, and modern business processes. Serves as a CRM trainer to promote leading practices and maximize use of the CRM (train the trainer).
- Maintains a strong commitment to the protection of all AU Foundation and AU Advancement data and systems.

RESPONSIBILITIES

- Maintains a sound working knowledge of all areas of Advancement and their respective needs in the CRM. Maintains an awareness to current trends in the Advancement industry, providing direction to the growth and expansion of the CRM's use across the organization.
- Maintains a commitment to transforming processes and innovative approaches to CRM support for Advancement goals.

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	with no specific discipline.	and	7 years of	experience in advancement strategic initiatives, project management, CRM system administration, data analysis and reporting.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of customer relationship management (CRM) platforms, including system configuration, data structures, integrations, and user access management.	
Skill in managing, analyzing, and interpreting data to ensure accuracy, integrity, and effective use in reporting, decision-making, and process improvement.	
Knowledge of integrating enterprise systems and managing data flows between applications, including monitoring performance and resolving integration issues.	
Skill in working with business users and technical teams to gather requirements, identify system needs, and translate functional requirements into technical solutions.	
Ability to maintain system reliability and security through oversight of upgrades, access controls, compliance with data protection standards, and continuous system improvements.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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 temperatures		X			
Hazards		X			
Wet and/or humid		X			
Noise		X			
Chemical		X			
Dusts		X			
Poor ventilation		X			

Vision Requirements:

Ability to see information in print and/or electronically.