AUBURN
Human Resources

Dir, Philanthropy Communications

Job Description

JOB INFORMATION

Job Code	OA57
Job Description Title	Dir, Philanthropy Communications
Pay Grade	MC14
Range Minimum	$95,140
33rd %	$120,510
Range Midpoint	$133,190
67th %	$145,870
Range Maximum	$171,240
Exemption Status	Exempt
Organizational use restricted to the following divisions	109 Senior VP-Advancement
Approved Date:	10/8/2025 4:50:36 PM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

Reporting to the VP of Philanthropy, the Director of Philanthropy Communications directs the strategy, functions, and personnel related to fundraising communications for the university to include, but not limited to, campaign communications, donor-centered publications, and philanthropy messaging.

RESPONSIBILITIES

- Directs targeted, persuasive communications and marketing efforts across channels to increase philanthropic gifts to the university, including major gift proposals, solicitations, impact reports, naming brochures, and other collateral.
- Provides strategy, direction, and guidance to campus communicators, advancement units, and frontline fundraisers on alumni and donor communications, collateral, and messaging that aligns with university strategy and priorities.
- Directs the administrative and functional duties of university fundraising communications and leads staff members in disseminating messages to university constituents, alumni, and donors, both internal and external.
- Creates and directs the implementation of a university fundraising communications plan that directly supports and elevates the university's fundraising efforts.
- Directs and oversees university communications relating to fundraising, donor gifts, and donor acquisition and stewardship, as well as individual colleges and units, to ensure consistent philanthropy messaging across the university.
- Guides the management and implementation of an integrated content strategy for philanthropy across multiple platforms, including fundraising print, digital, and multimedia communications at the university level, as well as for colleges and units.
- Responsible for ensuring each team member understands their role’s importance to the university's mission. Ensures all established goals, objectives, and milestones align with the strategy and future vision.
- Provides resources, removes barriers, and acts as an advocate for those initiating change. Enables others to grow and succeed through feedback, instruction, and encouragement.
- Supports the planning and execution of communications for the university’s campaign, ensuring alignment with campaign goals, themes, and timelines across all philanthropic messaging.
- Promotes cooperation and commitment within a team to achieve goals and deliverables.

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	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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	8 years of	Experience in communications or marketing services. Experience working in higher education or an Advancement structure is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communication theories, concepts, techniques, mediums and strategies.	And
Demonstrated ability to write for various audiences and in various formats.	

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.