AUBURN
Human Resources

Asst Dir, Advancement Data Insights

Job Description

JOB INFORMATION

Job Code	OA64
Job Description Title	Asst Dir, Advancement Data Insights
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	5/15/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

As a key member of the Advancement Operating and Strategy team, the Assistant Director of Advancement Data Insights is responsible for growing, developing, and maximizing the use of all forms of data to enhance production, drive affinity and loyalty of alumni and friends, provide information and insights that enhance decision-making, and contributes to increased fundraising and engagement success for Auburn University's greatest purpose. Provides expertise to all of Advancement on the collection and direction of data, collaborating across all areas of Auburn Advancement and Auburn University. Advises on leading data practices, leverages data, uses research and advanced analytics to inform leadership decisions on strategic organizational direction and investment, knowledge integration, and continuous improvement in all Advancement teams.

RESPONSIBILITIES

- Partners with staff across Advancement, including Information Technology, to create a comprehensive and trusted data culture, enhanced processes, as well as to create and facilitate data projects. Builds and enhances data analytics and business insight capabilities to equip the Advancement team with timely and appropriate information, enabling them to make decisions based on data. Working closely with IT colleagues, ensures secure practices with all data-related tools and processes.
- Contributes to organizational goals and improvements by facilitating business insights to staff, leading to better, faster and relevant decisions, enhancing the availability of data and related tools to maximize their use by team members.
- Provides formal leadership to the Data Management team, ensuring exceptional standards of data integrity. Provides informal leadership to Advancement staff to ensure data practices are followed. Sets standards for data accuracy and related business processes that ensure a robust database of constituent information. Provides guidance to staff regarding leading practices for data management.
- Manages comprehensive data science projects, including outsourced projects and internal data analyst staff.
- Balances insights from data with advancement knowledge and experience of staff to contribute to a trusted output.
- Maintains a commitment to high quality, trusted information, and analysis through consultation, data cleansing and merging, and data science.
- Contributes to the work of fundraising and engagement professionals, along with marketing strategists to maximize outcomes including total fundraising productivity, increased alumni event and program participation, personalized communications, and comprehensive data insights that focus and target Advancement activities. Establishes connections and cultivates relationships with Auburn's alumni and all possible constituents, fostering a deepening affiliation with Auburn.
- Promotes consistent organization-wide practices for collecting, storing, and analyzing data.

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	6 years of	Experience in Advancement (engagement or philanthropy experience) to include collecting and analyzing various data sets and providing results and recommendations to guide informed data-driven decisions.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of higher education policies and procedures, budgeting and accounting principles, event planning and management, and marketing and promotional strategies. Knowledge of analyzing data and use the findings to guide decision making.	
Knowledge of data management, analysis, and fundamental techniques for measuring and interpreting data and reporting.	
Strong team player who can collaborate and develop trusting relationships with diverse groups of people, including internal staff and external partners.	
Strong critical thinking and complex problem solving skills to analyze and interpret statistical and descriptive data.	
Ability to communicate effectively, both orally and in writing.	

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					

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.