AUBURN
Human Resources

Dir, cAUse Marketing & Solicitation Strategy

Job Description

JOB INFORMATION

Job Code	OA65
Job Description Title	Dir, cAUse Marketing & Solicitation Strategy
Pay Grade	MC12
Range Minimum	$71,940
33rd %	$91,120
Range Midpoint	$100,710
67th %	$110,300
Range Maximum	$129,490
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	4/19/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Senior Director of Advancement Marketing, the Director of cAUse Marketing & Solicitation Strategy enhances production by embracing a strategic work culture that identifies specific audiences and builds custom solicitation strategies to connect targeted audiences with Auburn. The Director provides strategic leadership and mentorship to their team and collaborates across all areas of Auburn Advancement and Auburn University. Assesses data to create solicitation strategies to increase and enhance fundraising initiatives, develops project management plans, and generates strategic initiatives, programs, and functions that model an innovative spirit for the Advancement division while driving investment and affinity from stakeholders. Responsible for the pipeline of engaged alumni, parents, friends and constituents, and moving prospects towards invested ownership, to energize the purpose of Auburn University.

RESPONSIBILITIES

- Responsible for conceptualizing and implementing all facets of cAUse marketing's giving program to include annual goal setting, fundraising strategy, monthly performance monitoring and reporting, volunteer and staff management, and goal achievement in raising undesignated and designated current-use gifts.
- Develops, implements, and maintains an approach to increase giving around donor interests and passions, connecting them to an Auburn charitable cause of choice. Implements strategies through strategic target market mailings, technology including e-mail, mobile, and online channels to reach and acquire gifts from alumni, parents, and friends to make gifts at increasing levels.
- Assesses data to create solicitation strategies to increase and enhance fundraising initiatives. Identifies leading practices and taps into innovation for the creation of strategies to maximize performance of multi-channel solicitation campaigns and giving days. Increases gift revenue while broadening the base of support through data analytics and creative campaigns managed in close collaboration with the Advancement Marketing team and campus partners.
- Responsible for implementing the strategic direction, monitoring performance, and providing cohesion across income generation teams including students, calling programs, and campus partnerships.
- Develops and maintains strong solicitation, engagement, and stewardship approaches for key constituencies. Collaborates with Advancement teams including data insights, donor relations, major gift fundraising, finance, and others to achieve a cohesive and comprehensive set of solicitation business processes.
- Collaborates with key colleagues to enhance and maintains the Tiger Giving Officer program (gifts of $1,000-$25,000) to move annual giving donors into relationship-based fundraising programs.
- Analyzes, monitors, and reports cAUse marketing progress to senior leaders and stakeholders.

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	In Business Administration, Communications, Marketing, or related field.	and	7 years of	Experience in marketing, sales, or fundraising to include managing or developing fundraising programs, or creating donor strategies.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of best practices in fundraising and nonprofit management.	
Strong understanding of how to tailor solicitation requests to the interests of the prospect.	
Knowledge of latest trends and best practices in solicitation strategy in relation to fundraising, event marketing, and donor pipeline growth.	
Solid understanding of fundraising practices.	
Proven leadership skills around driving revenue and providing cohesion across multiple fundraising teams, to meet/exceed their objectives.	
Expert level understanding of technical tools and necessary systems to oversee day-to-day operations.	
Strong working knowledge of the broad philanthropic landscape, prospect research methodology, best practices, and evolving trends in philanthropy highly preferred.	
Excellent organizational, interpersonal, writing, and analytical skills.	
Proven ability to manage multiple projects, meet deadlines, and work in a fast-paced team environment	

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				

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.