AUBURN
Human Resources

Mgr, cAUse Marketing

Job Description

JOB INFORMATION

Job Code	OA69
Job Description Title	Mgr, cAUse Marketing
Pay Grade	UA08
Range Minimum	$63,100
33rd %	$79,930
Range Midpoint	$88,340
67th %	$96,760
Range Maximum	$113,590
Exemption Status	Exempt
Organizational use restricted to the following divisions	109 Senior VP-Advancement
Approved Date:	10/27/2026 10:36:24 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Manager of cAUse Marketing (cM) provides strategic support for all cAUse Marketing fundraising campaigns through their leadership in audience development work and ownership of the team's donor engagement technologies, CRM functionality, and campaign reporting. This position also leads the Tiger Giving Officer (TGO) team. This position is responsible for supervising staff, leading audience building, monitoring performance and fundraising metrics, and managing fundraising technology and platforms to help cM raise annual gift dollars and build major gift pipelines for colleges, units, and programs across campus.

RESPONSIBILITIES

- Manages and implements audience-building, prospecting, and segmentation strategies for all cAUse Marketing campaigns, including direct mail, email, texting, crowdfunding, TGO, and Virtual Assistant outreach.
- Builds and navigates back-end logistics of all cM campaigns in the team’s CRMs, texting, online giving, matching gift, AI, and other emerging technology platforms.
- Regularly monitors fundraising metrics and develops reporting to inform and improve cM fundraising strategies.
- Leads the TGO team in hiring, onboarding, supervising, coaching, training, prospect assignments, and portfolio strategy.
- Leads annual goal setting and ongoing accountability measures to ensure the success of each TGO team member and the collective achievement of TGO team goals and objectives.
- Fosters the TGO team’s collaboration across Auburn Advancement, including key partnerships with college and unit-based advancement teams, central frontline fundraising, and engagement officer teams.
- Serves as the cAUse Marketing point of contact to support staff workflows and reporting processes for cAUse Marketing technology initiatives, including CRMs, texting, online giving, matching gift, AI, and other emerging technology platforms.
- Serves as primary forward-facing point of contact for donor inquiries, including researching, troubleshooting, and resolving any donor giving issues, as well as providing appropriate leads for all frontline officer teams.
- Manages outside vendor relationships, including project quotes, production schedules, and invoicing.

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	with no specific discipline.	and	4 years of	experience in annual giving, fundraising operations, advancement services, advancement communications, donor engagement, or related advancement fields.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of annual giving, fundraising operations, advancement services, and donor engagement principles, including strategies for donor acquisition, retention, and stewardship.	
Knowledge of constituent relationship management (CRM) systems, data management practices, audience segmentation techniques, and fundraising performance metrics used to support advancement initiatives.	
Ability to analyze operational and fundraising data, develop reports and dashboards, identify trends, and make data-informed recommendations to improve program performance and donor participation.	
Ability to plan, coordinate, and oversee annual giving campaigns and outreach initiatives while managing multiple priorities, timelines, and organizational objectives.	
Ability to lead, supervise, and develop professional staff while fostering collaboration with advancement partners, alumni engagement teams, and other university stakeholders.	

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				Up to 10 pounds
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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			

Vision Requirements:

Ability to see information in print and/or electronically.