AUBURN
Human Resources

Sr Dir, Advancement Campaign & Principal Gift Operations

JOB INFORMATION

Job Code	OA74
Job Description Title	Sr Dir, Advancement Campaign & Principal Gift Operations
Pay Grade	UA12
Range Minimum	$108,430
33rd %	$139,150
Range Midpoint	$154,520
67th %	$169,880
Range Maximum	$200,600
Exemption Status	Exempt
Organizational use restricted to the following divisions	109 Senior VP-Advancement
Approved Date:	12/18/2024 11:34:03 AM

JOB FAMILY AND FUNCTION

Job Family:	University Advancement
Job Function:	Major & Principal Gifts

JOB SUMMARY

The Senior Director of Advancement Campaign & Principal Gift Operations collaborates with Advancement Senior Leadership, University Leadership, and Philanthropic teams; and manages all aspects of a university-wide comprehensive fundraising campaign, including planning and execution, and principal gifts operations management. Reporting to the Associate Vice President of Philanthropy, this role leads the design and implementation of a multi-year comprehensive campaign aimed at securing transformative philanthropic support for the institution.

RESPONSIBILITIES

- Collaborates with Advancement Senior Leadership and other university leaders to develop, refine, and implement long-term campaign strategies aligned with institutional priorities and goals outlined in the university's Grounded and Groundbreaking strategic plan.
- In collaboration with the Associate Vice President of Philanthropy and consultation with the Senior Vice President of Advancement manages the planning and execution of Auburn's comprehensive fundraising campaign, including timelines detailing the phases of the campaign, and coordinating campaign volunteer leadership activities and constituency campaign committees.
- Serves as the primary point of contact for campaign progress, working across departments to ensure a unified approach to donor engagement and communication.
- Partners with internal stakeholders to develop compelling campaign messaging and donor collateral.
- Works with Advancement Events to recommend the scope, nature, location, and timing of campaign events and meetings. Coordinates with appropriate Advancement leadership and teams, as well as vendors and consultants.
- Works closely with the Associate Vice President of Philanthropy to manage Principal Gift operations and to design and manage strategic initiatives and planning for high-level prospect identification, cultivation, solicitation, and stewardship of principal gift prospects/donors.
- Collaborates with Advancement teams and staff to create individualized engagement and solicitation strategies for key donors, ensuring seamless coordination with Advancement and University leadership.
- Collaborates with internal partners, including senior administration, deans, faculty, frontline fundraising teams and volunteers to advance campaign objectives.
- Achieves campaign and principal gift fundraising goals by tracking and analyzing campaign metrics, providing regular updates to leadership, and adjusting strategies based on progress and trends, consistently meeting or exceeding targets.

RESPONSIBILITIES

- The nature of this role is highly externally focused, requiring frequent travel and meetings on and off campus during regular and non-traditional business hours, and is therefore expected to operate with high levels of autonomy.

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	10 years of	experience in Advancement, with a focus on fundraising, campaign planning and/or principal gifts, preferably in higher education or a similarly complex non-profit organization.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of business acumen and office procedures; knowledge of advanced concepts, practices and procedures in the areas of fundraising, sales, marketing, recruiting, public relations, and must have the ability to adapt and respond appropriately to situations involving concurrent tasks.	
Knowledge of campaign and/or fundraising operations.	
Excellent leadership skills, time-management skills, budget planning skills and excellent verbal and written communication skills.	
Builds and maintains strong relationships with major donors, alumni, foundations, and other key stakeholders.	
Knowledge of fundraising programs, marketing strategies, data gathering, and management techniques.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
DL NUMBER - Driver License, Valid and in State		Upon Hire	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

Vision Requirements:
No special vision requirements.