AUBURN
Human Resources

Asst Dir, cAUse Marketing

Job Description

JOB INFORMATION

Job Code	OA89
Job Description Title	Asst Dir, cAUse Marketing
Pay Grade	MC11
Range Minimum	$66,310
33rd %	$81,780
Range Midpoint	$89,520
67th %	$97,260
Range Maximum	$112,730
Exemption Status	Exempt
Organizational use restricted to the following divisions	109 Senior VP-Advancement
Approved Date:	4/27/2026 10:40:06 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Director of cAUse Marketing & Solicitation Strategy, the Assistant Director of cAUse Marketing provides strategic direction, oversight, and drafting of multi-channel solicitations for the broader audience of alumni, parents, and friends across Auburn Advancement with the primary goal of soliciting gifts under the major gift threshold of $25,000. Partnering with the Advancement Marketing team, creates cAUse-based appeals and leads crowdfunding efforts throughout the year to support fundable initiatives across campus.

RESPONSIBILITIES

- Develops solicitation plans focusing on annual and cAUse-based giving to promote the vision, mission, goals, and achievements of the university.
- Works frequently with campus partners including the Advancement engagement team, colleges, and constituencies, to develop multi-channel solicitation plans.
- Oversees the production of solicitations to include researching, drafting, editing, designing, and packaging for publishing in a variety of solicitation channels.
- Creates and directs solicitation production calendars to ensure solicitations meet deployment deadlines.
- Evaluates the effectiveness of solicitation campaigns and provides reporting to campus partners and Advancement leadership.
- Leads Auburn Advancement’s crowdfunding initiatives, including Tiger Giving Day.
- Supervises the efforts of the cAUse Marketing Specialist in identifying audience segments, ideating concepts and messaging, determining channel blends, executing production, evaluating, and reporting results to campus partners and Advancement leadership.
- Contributes to regular brainstorming on innovative, unique opportunities for the Advancement Marketing team to support campus partners.

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	6 years of	experience in marketing, communications, or campaign strategy, including developing and implementing campaigns across multiple communication channels for specific audiences that support donor or fundraising initiatives.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to learn and use enterprise software and systems.	
Knowledge of fundraising, specifically annual giving, marketing, and advertising concepts, principles, procedures, and techniques.	
Attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines are required.	
Working knowledge in these areas: Windows, Microsoft Office Suite - Outlook, Word, Excel, PowerPoint; internet browsers; Adobe products; Dropbox/Google Docs/Box.	

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.