AUBURN
Human Resources

Assoc VP, Alumni Engagement

Job Description

JOB INFORMATION

Job Code	OB01
Job Description Title	Assoc VP, Alumni Engagement
Pay Grade	UA16
Range Minimum	$192,960
33rd %	$254,060
Range Midpoint	$284,620
67th %	$315,170
Range Maximum	$376,270
Exemption Status	Exempt
Approved Date:	11/10/2025 12:10:09 PM

JOB FAMILY AND FUNCTION

Job Family:	University Advancement
Job Function:	Alumni Affairs

JOB SUMMARY

The Associate Vice President for Alumni Engagement provides strategic leadership for Alumni Engagement, Advancement Marketing, Cause Marketing, Tiger Giving Officers, Auburn Giving Officers, Donor Relations, Corporate and Foundation Relations, External Relations and Events, and Donor Experiences. This role is responsible for developing and executing comprehensive engagement strategies that foster meaningful connections between the institution and its alumni, donors, industry relations, and key external stakeholders. In their capacity as Director of the Auburn Alumni Association, this leader advances the mission of the Association by fostering lifelong relationships, enhancing alumni engagement, and building pride and loyalty in Auburn University. This position collaborates across departments to align engagement efforts with institutional priorities, enhance brand presence, and drive philanthropic support. This leader must be an innovative strategist, a relationship-driven connector, and a skilled leader that oversees a high-performing team to advance the institution's mission.

RESPONSIBILITIES

- Develops and implements a strategic engagement framework that strengthens lifelong relationships and increases affinity between the institution and its alumni, donors, and community partners.
- Aligns engagement initiatives with the broader Advancement and institutional goals to enhance alumni engagement, donor pipeline development, and institutional reputation.
- As Director of the Auburn Alumni Association serves as alumni board liaison, leads association meetings and board relationships. Is a key representative and spokesperson for engagement efforts, fostering relationships with alumni, corporate partners, and community leaders.
- Serves as a Senior Leader for Advancement Engagement and Director of the Auburn Alumni Association.
- As a member of Advancement leadership, works with university partners and volunteer leadership to support university-wide engagement initiatives and optimize advancement opportunities.
- Raises and deploys philanthropic support by direct engagement with individuals and specified target markets and groups.
- Oversees Advancement Marketing strategies, ensuring consistent and compelling messaging that elevates Advancements engagement with key audiences and provides internal communication and marketing efforts to the Advancement office.
- Utilizes data-driven insights and innovative technologies, including artificial intelligence, to strengthen engagement across digital platforms, optimize social media strategies, and deliver personalized outreach.
- Directs the planning and execution of signature alumni events and donor experiences, ensuring they align with institutional priorities and create meaningful engagement opportunities.
- Establishes and tracks key performance metrics to evaluate the effectiveness of engagement initiatives and ensure continuous improvement.

RESPONSIBILITIES

- Oversees the Regional Engagement Programs and officers. Oversees donor qualifications through Auburn Giving Officers. Oversees corporate and foundation relations initiatives to strengthen partnerships and expand funding opportunities.
- Implements, promotes, and evolves the organization's engagement, qualification, pipeline growth and retention methodology.

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	Supervises others with full supervisory responsibility.

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, Marketing, Communications, Public Relations, or related field. Master's degree is desired.	and	10 years of	Senior level management experience, resource development, strategic planning, public relations/communications. At least 7 (seven) years of Advancement management and strategic planning or related experience.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to act independently and provide strategic direction.	And
Strong leadership skills with effective and consistent development and coaching.	And
Ability to manage resources, handle multiple projects on an ongoing basis while addressing the daily needs of the organization.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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 temperatures		X			
Hazards		X			
Wet and/or humid		X			
Noise			X		
Chemical		X			
Dusts		X			
Poor ventilation		X			

Vision Requirements:

Ability to see information in print and/or electronically.