AUBURN
Human Resources

Sr Dir, Advancement Marketing

Job Description

JOB INFORMATION

Job Code	OB06
Job Description Title	Sr Dir, Advancement Marketing
Pay Grade	MC15
Range Minimum	$105,630
33rd %	$137,320
Range Midpoint	$153,170
67th %	$169,010
Range Maximum	$200,700
Exemption Status	Exempt
Approved Date:	11/22/2019 11:10:14 AM
Legacy Date Last Edited	2/15/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Chief Advancement Operations and Strategy Officer, the Senior Director of Advancement Marketing provides strategic leadership for all broad marketing, alumni, and donor programmatic support and fundraising.

RESPONSIBILITIES

- Develops and implements an integrated and cohesive strategic marketing and communications plan to advance the University's fundraising efforts; broadens awareness of programs and activities; increases the visibility of programs across key constituent audiences.
- Provides strategic advancement marketing oversight to promote and enhance all efforts related to interaction with key external University constituents, including alumni, parents, volunteers, donors, and organizations.
- Partners with Advancement staff, university leaders, and other internal and external stakeholders to ensure a comprehensive Advancement Marketing strategy that maximizes Auburn University's reach.
- Leads the content and creative strategy, alumni marketing, charitable cause marketing, and donor participation along with digital strategy teams.
- Oversees lifecycle marketing initiatives to build loyalty, drive engagement, and donor support.
- Develops all elements of the Division's social business; designs and drives social media strategy and tactics.
- Ensures the use of data to inform strategy and track progress. Reviews and analyzes various forms of data and analytics to define metrics, report outcomes, and identify new growth opportunities. Maintains a commitment to data integrity.
- Oversees a sophisticated and user-friendly web presence for Auburn' University's Advancement, including engagement and online giving. Directs comprehensive online strategy for the division.
- Develops and directs marketing automation strategy via Salesforce Marketing Cloud and related Advancement technology.
- Directs the creation and development of fundraising and engagement initiative marketing plans, advertising, marketing kits, social media, and other communication materials to support division strategic goals, broadens exposure, or promotes the image and brand. Manages a department budget.
- Stays abreast of latest trends in marketing, video, social media, and digital strategies across university, non-profit, and for-profit sectors.

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 Public Relations, Communications, Marketing, Management, Business Administration, or related field.	and	10 years of	Experience in communications, marketing, sales, or management. At least 2 years of experience directly managing full time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communications theories, concepts, techniques, mediums, and strategies, basic accounting and budgeting principles	And

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		
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.