AUBURN
Human Resources

Sr Dir, Engagement & Experience

Job Description

JOB INFORMATION

Job Code	OB07
Job Description Title	Sr Dir, Engagement & Experience
Pay Grade	UA11
Range Minimum	$94,290
33rd %	$121,000
Range Midpoint	$134,360
67th %	$147,720
Range Maximum	$174,430
Exemption Status	Exempt
Approved Date:	11/22/2019 11:03:20 AM
Legacy Date Last Edited	3/3/2022

JOB FAMILY AND FUNCTION

Job Family:	University Advancement
Job Function:	Alumni Affairs

JOB SUMMARY

Reporting to Auburn Advancement's Vice President of Engagement and Executive Director of the Auburn Alumni Association, the Senior Director of Engagement and Experience provides both university-wide and departmental leadership in engaging and building value additive relationships with all Auburn constituencies. Serving as a member of the Engagement leadership team, drives meaningful engagement, enhances the experience, delivers value, fosters success, and promotes life-long affiliation and ownership with alumni, parents, donors, friends, and fans of Auburn.

RESPONSIBILITIES

- Oversees Auburn Advancement Engagement functions including signature Auburn Alumni Association events, central advancement events, and unit/college events that achieve advancement goals. Leverages and expands the existing alumni engagement network to implement enterprise-wide standards and training for all Auburn Advancement event personnel.
- Provides leadership, direction, and support of Auburn Alumni Association volunteer programs to include the current international network of Auburn clubs and affiliates. Uses market data and survey results to create new strategies that engage new markets.
- Work with other advancement staff to ensure all engagement programs offer high quality and meaningful experiences, are fiscally sound and effectively reach target audiences through communication and marketing channels to advance objectives.
- Serves as staff liaison for Auburn Alumni Association related committee(s) and supports the executive director with the identification, training, and engagement of board directors.
- Builds organizational commitment to values, vulture, and employee engagement.
- 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	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	Business Administration, Marketing, Communications, Public Relations or related field.	and	8 years of	Demonstrated experience in planning and implementing alumni and advancement events and programs. At least 2 years' experience supervising full-time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of event planning and communication avenues to reach audiences. Strong knowledge of alumni relations, student affairs, annual giving, and development procedures.	And
Proficient in fundraising and Alumni Management software.	And
Ability to maintain effective interpersonal relationships.	And
Ability to communicate effectively in both oral and written form.	And
Knowledge of budget control methods, policies, and procedures.	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.