AUBURN
Human Resources

Asst Dir, Campaign & Principal Gift Operations

Job Description

JOB INFORMATION

Job Code	OB14
Job Description Title	Asst Dir, Campaign & Principal Gift Operations
Pay Grade	UA08
Range Minimum	$63,100
33rd %	$79,930
Range Midpoint	$88,340
67th %	$96,760
Range Maximum	$113,590
Exemption Status	Exempt
Approved Date:	7/14/2025 4:21:53 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Assistant Director of Campaign and Principal Gift Operations plays a key role in the daily execution and long-term planning of Auburn's comprehensive fundraising campaign, with a strong emphasis on principal gift operations and stakeholder engagement. The Assistant Director works closely with the Senior Director of the Campaign and collaborates across Advancement to ensure campaign success in alignment with Auburn's strategic plan.

RESPONSIBILITIES

- Supports the Senior Director with the planning and implementation of Auburn’s comprehensive fundraising campaign, ensuring alignment with institutional priorities and campaign timelines.
- Assists with the development and execution of principal gift strategies focused on the identification, cultivation, solicitation, and stewardship of high-level donors.
- Contributes to long-term campaign planning, including campaign phases, strategic benchmarks, and success measures.
- Directs and manages campaign events by recommending scope, nature, location, and timing; coordinates logistics and communication across stakeholders.
- Supports the Senior Director with campaign reporting efforts by compiling information related to progress, standards, and financial benchmarks.
- Oversees daily operations of the campaign office, maintaining strong alignment with goals and timelines.
- Develops benchmark criteria to assess the efficiency and effectiveness of fundraising initiatives, ensuring continual improvement.
- Conducts and analyzes market research to understand donor attitudes, perceptions, and behaviors, informing strategy and messaging.
- Contributes to the creation of individualized engagement and solicitation strategies for key principal gift donors, ensuring seamless coordination across teams and leadership.
- Partners with internal stakeholders, including senior administration, deans, faculty, frontline fundraisers, and volunteers to advance philanthropic goals and build a strong culture of giving. Coordinate with Advancement Events, vendors, consultants, and campaign counsel to plan and execute impactful campaign-related events and donor engagements.

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	5 years of	experience in campaign operations, fundraising, development, event coordination, or a related field.	

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			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:
Ability to see information in print and/or electronically.