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## Auburn University Job Description

Job Title: **Mgr, Engagement**

Job Family: No Family

Job Code: **AA51**

Grade MC10 \$54,800 - \$93,200

FLSA status: Exempt

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### Job Summary

Manages the planning, implementation and evaluation of special events and programs designed to increase engagement with the college or school's stakeholders, which includes alumni, donors, students, faculty and staff.

### Essential Functions

1. Develops and manages a balanced program of events for colleges or schools designed to enhance the relationships and reputation with internal and external stakeholders.
2. Manages and oversees programs and events to promote alumni engagement, donors, students, faculty, and staff. May solicit feedback through a formal evaluation process to improve the programs and or events.
3. Arranges and oversees events, campus visits from corporate representatives, donors, or alumni and guest speakers to foster engagement between alumni and the faculty, staff and students of the college or school.
4. Designs, organizes and manages logistics of all events, including: designing invitations and programs; developing and managing guest lists and responses; securing various vendors (entertainment, tenting, rentals, catering, security, parking); coordinating committees and volunteer support services.
5. Supervises and coordinates engagement activities and programs collaborating with internal colleges and schools, as well as outside vendors, to promote and management the events and activities.
6. May negotiate vendor contracts and secure travel and accommodations for internal and external dignitaries.
7. Maintains events calendar and keep in sync with College/School and University master calendars.
8. Develops and monitors engagement event budgets and quality control processes ensuring programs are operating efficiently and within specifications.
9. Coordinates travel arrangements, itineraries, and related reimbursement/administrative processes for those involved in programs and services.

### 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.

*The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.*

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### Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Four-year college degree	Degree in Communications, Marketing Public Relations, Hospitality Management, Business or relevant field.
<b>Experience (yrs.)</b>	5	Experience in event planning, budgeting, negotiating with vendors, and strong interpersonal skills.

#### **Substitutions allowed for Education:**

Indicated education is required; no substitutions allowed.

#### **Substitutions allowed for Experience:**

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

#### **Minimum Required Knowledge**

Knowledge of event planning. Ability to coordinate meetings and events considering complex scheduling issues.

#### **Certification or Licensure Requirements**

None required.

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### Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Externally imposed deadlines; set or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires standing, walking, sitting, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires reaching, .

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

Date: 11/10/2022

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