
Auburn University Job Description

Job Title: **Dir, Athletics Annual Giving & Philanthropic Initiatives** Grade UA06 \$46,100 - \$78,400
Job Code: **BB41**
FLSA status: Exempt
Job Family: University Advancement
Job Function: Development Support

Job Summary

Reporting to the Assistant AD, Annual Giving, the Director of Athletics Annual Giving & Philanthropic Initiatives oversees daily operations and communications of the Tigers Unlimited Foundation (TUF) annual giving programs.

Essential Functions

1. Assists the Assistant AD, Annual Giving in developing and executing comprehensive annual solicitation plans for Auburn Athletics and Tigers Unlimited.
2. Coordinates specialty campaign, capital project, and annual giving appeals for athletics programs and Tigers Unlimited- communications include direct mail, email, print, web, and social media messages.
3. Directly oversees all aspects of each sport-specific giving club including ideation, solicitation stewardship, and fulfillment.
4. Assists WINGS program administrators with technical setup, renewal campaigns, email communications, and website content.
5. Coordinates ancillary annual giving programs including Tiger Walk and Plainsman Park Brick programs.
6. Attends Tigers Unlimited, Auburn Athletic, and University functions and events to engage and cultivate relationships with current donors and potential prospects.
7. Identifies, cultivates, and solicits donations outside of the annual giving programs and below the major gift level (\$5,000 -\$25,000)
8. Assists with game day hospitality and other athletics department events, as needed.
9. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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.

Auburn University Job Description

Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Bachelor's Degree	No specific discipline.
Experience (yrs.)	4	Experience in fundraising, marketing, sales, and/or public relations in a collegiate athletic setting.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Proficient in Advance (donor database management software), Paciloan, and Salesforce.

Extensive understanding of the integrity of Athletic ticket priority programs in include all allocations of suites, seats, and parking passes.

Knowledge of fundraising techniques, specifically annual giving, marketing and advertising concepts, principles, procedures and techniques. Knowledge of web design, e-marketing systems, and electronic communications approaches that include social media and blogging platforms.

Full proficiency in the following areas: Windows, Microsoft Office Suite - Outlook, Word, Excel, PowerPoint; internet browsers; Adobe products; Dropbox/Google Docs/Box.

Attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines is required. Ability to learn and use enterprise software and systems.

Certification or Licensure Requirements

None required.

Pre-Employment Screening Requirements

None required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, talking, hearing, .

Job occasionally requires standing, walking, reaching, handling objects with hands, and lifting up to 10 pounds.

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

Auburn University Job Description

Date: 8/22/2023
