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## Auburn University Job Description

Job Title: **Dir, Campus Store**

Job Family: No Family

Job Code: **EF01**

Grade SL14: \$85,500 - \$162,500

FLSA status: Exempt

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### Job Summary

Under the general supervision of the AVP, Budgets & Business Operations, the Campus Store Director is responsible for managing and leading the daily operations of the AU Campus Store. This position performs a broad spectrum of functions related to the overall management of the store, including, but not limited to: strategic planning, customer service, marketing and promotions, as well as data and budget analysis. The Director is responsible for communication strategies from the campus store to the Auburn University community regarding course materials, emblematic products, general merchandise, and technology goods. The Director must possess and demonstrate a high standard of work, organization, and prioritization.

### Essential Functions

1. Responsible for developing, monitoring, and achieving strategic and financial goals for the Campus Store. Monitors and analyzes results and recommends action including revision of plans.
  2. Keeps abreast of industry standards and higher education trends and developments. Is knowledgeable about evolving university retail developments, new marketing ideas, and changes throughout the general higher education retail industry. Maintains current knowledge of alternative delivery platforms and the associated solutions available to AU customers.
  3. Spearheads the development, execution, and maintenance of communication and marketing plans directed towards students, faculty, and staff. Facilitates marketing and customer service strategies to increase engagement and utilization with the Campus Store and the eCommerce site. Approves the content of print, email, and social media communication to students, staff, and faculty of Campus Store promotional materials.
  4. Responsible for the campus-wide adoption process for course materials, including new, used, digital, rental, and All Access (inclusive access) textbooks. Communicates and empowers the course material program of Auburn University and the Campus Store. Works with key campus stakeholders to create dynamic course material strategies. Establishes and maintains campus and faculty relationships to ensure timely submission of course requirements, which includes visiting academic departments to ensure high visibility and connection between Auburn University and the Campus Store.
  5. Maintains the highest level of customer service to Auburn University students, staff, and faculty populations, while being cognizant of AU efforts in offering the lowest cost and broadest content access to students.
  6. Coaches and communicates with the store team about retail strategies and services. Shares technical knowledge and provides recommendations about ways to connect customers with the right solutions or products. Encourages professional development opportunities for staff. Develops and manages staff recognition program.
  7. Develops effective partnerships with colleagues in a variety of university offices including campus academic departments, Alumni, Athletics, Trademark Management & Licensing, Office of Communications and Marketing, and Facilities Management.
  8. Produces and reviews financial information and reports, including monthly profit and loss statements, financial analyses, and benchmarking data.
  9. Maintains responsibility for all financial aspects of the Campus Store, including equipment,
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receivables, physical inventory, petty cash, and accounts payable. This also includes managing expenses to meet financial goals.

10. Develops the annual budget and monthly income and expense projections.

## **Supervisory Responsibility**

Supervises others with full supervisory responsibility.

*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 Management, Business Administration, Marketing, Accounting or related field
<b>Experience (yrs.)</b>	7	Progressively responsible experience in retail management and marketing is required. Experience within a college or university bookstore is desired.

#### **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**

Demonstrated knowledge of retail operations, point of sale systems, accounting principles and practices, and marketing techniques.

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

None Required.

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### Physical Requirements/ADA

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

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires walking, sitting, talking, hearing, .

Job occasionally requires standing, reaching, climbing or balancing, handling objects with hands, and lifting up to 25 pounds.

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

Date: 11/10/2022

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