
Auburn University Job Description

Job Title: **Dir, Philanthropy Communications**

Job Family: No Family

Job Code: **OA57**

Grade MC14: \$88,600 - \$159,500

FLSA status: Exempt

Job Summary

Reporting to the VP of Philanthropy, the Director, Philanthropy Communications directs the strategy, functions, and personnel related to fundraising communications for the university to include, but not limited to, campaign communications, donor-centered publications, and philanthropy messaging.

Essential Functions

1. Directs targeted, persuasive communications and marketing efforts across channels to increase philanthropic gifts to the university, including major gift proposals, solicitations, impact reports, naming brochures, and other collateral.
2. Provides strategy, direction, and guidance to campus communicators, advancement units, and frontline fundraisers on alumni and donor communications, collateral, and messaging that aligns with university strategy and priorities.
3. Directs the administrative and functional duties of university fundraising communications, and leads staff members in disseminating messages to university constituents, alumni, and donors, both internal and external.
4. Creates and directs the implementation of a university fundraising communications plan that directly supports and elevates the university's fundraising efforts.
5. Directs and oversees university communications relating to fundraising, donor gifts, and donor acquisition and stewardship, as well as individual colleges and units to ensure consistent philanthropy messaging across the university.
6. Guides the management and implementation of an integrated content strategy for philanthropy across multiple platforms, including fundraising print, digital, and multimedia communications at the university level, as well as for colleges and units.
7. Responsible for ensuring each team member understands their role's importance to the university's mission. Ensures all established goals, objectives and milestones align with the strategy and future vision.
8. Provides resources, removes barriers, and acts as an advocate for those initiating change. Enables others to grow and succeed through feedback, instruction, and encouragement.
9. Promotes cooperation and commitment within a team to achieve goals and deliverables.
10. Performs other duties as assigned.

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> |
|--------------------------|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Education | Four-year college degree | Degree in Public Relations, Communications, Marketing, Management, Business Administration, or related field. |
| Experience (yrs.) | 8 | Experience in communications or marketing services to include supervision, budget responsibilities, and strategic planning. At least 2 years of supervising full time employees and/or leading full time employees. Experience working in higher education or an Advancement structure 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

Knowledge of various marketing and communication theories, concepts, techniques, mediums and strategies. Demonstrated ability to write for various audiences and in various formats.

Certification or Licensure 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.

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.

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

Date: 2/23/2023
