
Auburn University Job Description

Job Title:	Dir, cAUse Marketing & Solicitation Strategy	Job Family:	No Family
Job Code:	OA65	Grade MC12:	\$66,900 - \$120,400
FLSA status:	Exempt		

Job Summary

Reporting to the Senior Director of Advancement Marketing, the Director of cAUse Marketing & Solicitation Strategy enhances production by embracing a strategic work culture that identifies specific audiences and builds custom solicitation strategies to connect targeted audiences with Auburn. The Director provides strategic leadership and mentorship to their team and collaborates across all areas of Auburn Advancement and Auburn University. Assesses data to create solicitation strategies to increase and enhance fundraising initiatives, develops project management plans, and generates strategic initiatives, programs, and functions that model an innovative spirit for the Advancement division while driving investment and affinity from stakeholders. Responsible for the pipeline of engaged alumni, parents, friends and constituents, and moving prospects towards invested ownership, to energize the purpose of Auburn University.

Essential Functions

1. Responsible for conceptualizing and implementing all facets of cAUse marketing's giving program to include annual goal setting, fundraising strategy, monthly performance monitoring and reporting, volunteer and staff management, and goal achievement in raising undesignated and designated current-use gifts.
2. Develops, implements, and maintains an approach to increase giving around donor interests and passions, connecting them to an Auburn charitable cause of choice. Implements strategies through strategic target market mailings, technology including e-mail, mobile, and online channels to reach and acquire gifts from alumni, parents, and friends to make gifts at increasing levels.
3. Assesses data to create solicitation strategies to increase and enhance fundraising initiatives. Identifies leading practices and taps into innovation for the creation of strategies to maximize performance of multi-channel solicitation campaigns and giving days. Increases gift revenue while broadening the base of support through data analytics and creative campaigns managed in close collaboration with the Advancement Marketing team and campus partners.
4. Responsible for implementing the strategic direction, monitoring performance, and providing cohesion across income generation teams including students, calling programs, and campus partnerships.
5. Develops and maintains strong solicitation, engagement, and stewardship approaches for key constituencies. Collaborates with Advancement teams including data insights, donor relations, major gift fundraising, finance, and others to achieve a cohesive and comprehensive set of solicitation business processes.
6. Collaborates with key colleagues to enhance and maintains the Tiger Giving Officer program (gifts of \$1,000-\$25,000) to move annual giving donors into relationship-based fundraising programs.
7. Analyzes, monitors, and reports cAUse marketing progress to senior leaders and stakeholders.
8. Performs other related duties as assigned.

Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training,

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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	Bachelor's degree in Business Administration, Communications, Marketing, or related field.
Experience (yrs.)	7	Experience in marketing, sales, or fundraising to include managing or developing fundraising programs, or creating donor strategies.

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 best practices in fundraising and nonprofit management. Strong understanding of how to tailor solicitation requests to the interests of the prospect. Knowledge of latest trends and best practices in solicitation strategy in relation to fundraising, event marketing, and donor pipeline growth. Solid understanding of fundraising practices. Proven leadership skills around driving revenue and providing cohesion across multiple fundraising teams, to meet/exceed their objectives. Expert level understanding of technical tools and necessary systems to oversee day-to-day operations. Strong working knowledge of the broad philanthropic landscape, prospect research methodology, best practices, and evolving trends in philanthropy highly preferred. Excellent organizational, interpersonal, writing, and analytical skills. Proven ability to manage multiple projects, meet deadlines, and work in a fast-paced team environment

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.

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 standing, walking, sitting, talking, hearing, .

Job occasionally requires reaching, and lifting up to 10 pounds.

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

Date: 4/18/2023
