

## JOB INFORMATION

|                         |  |
|-------------------------|--|
| Job Code                | BB41   |
| Job Description Title   | Dir, Athletics Annual Giving & Philanthropic Initiatives |
| Pay Grade               | UA06   |
| Range Minimum           | \$49,680   |
| 33rd %                  | \$61,270   |
| Range Midpoint          | \$67,070   |
| 67th %                  | \$72,860   |
| Range Maximum           | \$84,450   |
| Exemption Status        | Exempt   |
| Approved Date:          | 1/1/1900 12:00:00 AM                                     |
| Legacy Date Last Edited | 8/22/2023  |

## JOB FAMILY AND FUNCTION

|               |                        |
|---------------|------------------------|
| 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.

## RESPONSIBILITIES

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| <ul style="list-style-type: none"> <li>Assists the Assistant AD, Annual Giving in developing and executing comprehensive annual solicitation plans for Auburn Athletics and Tigers Unlimited.</li> <li>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.</li> <li>Directly oversees all aspects of each sport-specific giving club including ideation, solicitation stewardship, and fulfillment.</li> <li>Assists WINGS program administrators with technical setup, renewal campaigns, email communications, and website content.</li> <li>Coordinates ancillary annual giving programs including Tiger Walk and Plainsman Park Brick programs.</li> <li>Attends Tigers Unlimited, Auburn Athletic, and University functions and events to engage and cultivate relationships with current donors and potential prospects.</li> <li>Identifies, cultivates, and solicits donations outside of the annual giving programs and below the major gift level (\$5,000 - \$25,000)</li> <li>Assists with game day hospitality and other athletics department events, as needed.</li> <li>Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.</li> </ul> |
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## SUPERVISORY RESPONSIBILITIES

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

## MINIMUM QUALIFICATIONS

**To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.**

## MINIMUM EDUCATION & EXPERIENCE

| Education Level   | Focus of Education      |     | Years of Experience | Focus of Experience  |  |
|-------------------|-------------------------|-----|---------------------|--|--|
| Bachelor's Degree | No specific discipline. | And | 4 years of          | Experience in fundraising, marketing, sales, and/or public relations in a collegiate athletic setting. |  |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

|  |  |
|--|--|
| 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. |  |

## MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired |  |
|-------------------------|--------------------------------|------------|------------------|--|
| None Required.          |                                |            |                  |  |

## PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

## PHYSICAL DEMANDS

| Physical Demand               | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|--------|
| Standing                      |       |        | X            |            |            |        |
| Walking                       |       |        | X            |            |            |        |
| Sitting                       |       |        |              | X          |            |        |
| Lifting                       |       |        | X            |            |            | 10 lbs |
| Climbing                      |       | X      |              |            |            |        |
| Stooping/ Kneeling/ Crouching |       | X      |              |            |            |        |
| Reaching                      |       |        | X            |            |            |        |
| Talking                       |       |        |              | X          |            |        |
| Hearing                       |       |        |              | X          |            |        |
| Repetitive Motions            |       |        | X            |            |            |        |
| Eye/Hand/Foot Coordination    |       |        | X            |            |            |        |

## WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|-------------------|-------|--------|--------------|------------|------------|
| Extreme cold      |       | X      |              |            |            |
| Extreme heat      |       | X      |              |            |            |

WORKING ENVIRONMENT

| Working Condition      | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Humidity               |       | X      |              |            |            |
| Wet                    |       | X      |              |            |            |
| Noise                  |       | X      |              |            |            |
| Hazards                |       | X      |              |            |            |
| Temperature Change     |       | X      |              |            |            |
| Atmospheric Conditions |       | X      |              |            |            |
| Vibration              |       | X      |              |            |            |

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