

Director and Assistant Director Job Descriptions

Directors and Assistant Directors work towards completing a specific SGA project or initiative. As members of SGA Cabinet, Directors and Assistant Directors are provided direction and supported by a student serving as an Assistant Vice President (AVP) throughout the term. Directors and Assistant Directors are responsible for ensuring all their efforts promote diversity, equity and inclusion.

General Director and Assistant Director Responsibilities

- Assess and identify pressing student concerns and desires relating to their area of SGA and formulate strategies for achieving determined objectives
- Respond to student feedback and ensure the student voice is at the forefront of their advocacy efforts
- Work directly with university administrators to maintain strong relationships and advocate for students' needs and concerns
- Update SGA Cabinet and collaborate with Schools Council and Student Senate on ongoing projects and initiatives
- Attend weekly meetings led by an AVP alongside other Directors and Assistant Directors
- Be willing to serve on various University Boards & Committees

Cabinet Administration

Cabinet Administration:

Director/Assistant Director(s) of Freshman Forum

- Recruit and select ~45 freshman students for SGA Freshman Forum, a group within SGA that serves as the voice of the Freshman Class
- Implement a curriculum to teach members of Freshman Forum about leadership, SGA, and Auburn University
- Organize a mentorship program to ensure that freshman students see each part of SGA, while training members of SGA to be effective mentors

Director(s) of Recruitment

- Further understanding of SGA's mission, structure, and opportunities for involvement
- Create one-time involvement opportunities for students to participate in SGA throughout the year
- Recruit students from underrepresented communities to participate in SGA

Communications and Marketing

Media Operations:

Director(s) of Photography:

- Organize photoshoots and edit photos to be used as promotional materials for SGA
- Take photos at SGA events
- Further SGA's brand by instilling photography guidelines

Director of Social Media:

- Assist in the management of SGA's social media accounts, and strive to increase SGA's online presence (*Facebook, Instagram, and Twitter*)
- Collaborate with SGA's Website Developer to promote a consistent message across the website and social media platforms
- Utilize resources like AirTable, Later, and Adobe Creative Cloud (*Experience with these programs is not required*)

Director(s) of Videography:

- Organize video-shoots and edit videos to be used as promotional materials for SGA
- Take videos at SGA events
- Further SGA's brand by instilling videography guidelines

Communications and Marketing:

Director of External Communication:

- Maintain and strengthen SGA's relationship with Student Media groups (Eagle Eye TV, The Glomerata, The Plainsman, and WEGE)
- Compose monthly newsletters to be sent to campus constituencies and external organizations
- Create a resource/template for teams to use when contacting other organizations for collaboration or partnership

Director of Internal Communication:

- Ensure all members of SGA are up to date on SGA events, initiatives, and projects
- Develop internal guides and resources for SGA members in order to streamline marketing processes (marketing requests, purchase orders, etc.)
- Produce the weekly "This Week in SGA" email to ensure all members of SGA are aware of SGA's ongoing efforts and schedule
- Create a "Spotlight of the Week" featuring a branch/team each week to promote unity among SGA and allow members to better understand how SGA serves in multiple capacities

Website Developer:

- Assist in the management of SGA's website, and strive to increase SGA's online presence
- Collaborate with SGA's Director of Social Media to promote a consistent message across the website and social media platforms
- Maintain SGA's newly transformed website to serve as the primary outlet for informing external constituencies of SGA's events, initiatives, and projects

Finance

Auburn Rings:

Director(s) of Auburn Rings:

- Serve as a Balfour Ring Ambassador and work to expand Auburn Ring sales
- Develop new marketing strategies to promote the Auburn Ring and its tradition
- Plan Auburn Ring Programs (*Ring Week, Ring Night, and Ring Ceremony*)

Financial Projects:

Director(s) of Financial Projects:

- Advocate on behalf of topics regarding the student experience relating to financial wellbeing (*financial aid, financial literacy, student budgeting, etc.*)
- Assist in the oversight, utilization, and reconciliation of the SGA Budget and ensure all areas of SGA are effectively utilizing their budgets
- Fulfill SGA Purchase Orders and educate members of SGA on spending policies and best practices

Initiatives

Academic Affairs:

Director(s) of Academic Affairs:

- Advocate on behalf of topics regarding the student experience relating to academics
- Gather feedback on the student experience relating to academics, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators from Academic Affairs
- Plan SGA's academic-based programs

Athletics:

Director of Athletic Initiatives:

- Gather feedback and advocate on behalf of topics regarding the student experience relating to Athletics
- Represent SGA in meetings with administrators from Athletics

Director(s) of Organizational Seating Program (OSP):

- Oversee the implementation of gameday activities led by SGA (*shaker distribution, management of organizational seating, etc.*)
- Serve as the point-person between SGA and Registered Student Organizations (RSOs) for organizational seating
- Recruit new RSOs to apply for organizational seating

Campus Life:

Director(s) of Campus Dining:

- Advocate on behalf of topics regarding the student experience relating to on-campus dining
- Advocate on behalf of topics regarding the student experience relating to food insecurity
- Help instill the longevity of ongoing SGA/Campus Dining related projects (*Flunch, the Donate-A-Dollar Campaign, etc.*)
- Gather feedback on the student experience relating to on-campus dining and food insecurity, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators from Campus Dining

Director(s) of Health and Wellness:

- Advocate on behalf of topics regarding the student experience relating to student health and wellness
- Advocate on behalf of topics regarding the student experience relating to campus recreation
- Help instill the longevity of ongoing SGA/Health Promotions and Wellness Services related projects (*Mental Wealth Week, Active Minds collaboration, Sound Mind Campaign etc.*)
- Gather feedback on the student experience relating to student health and wellness, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators who work with student health and wellness, and campus recreation

Director(s) of University Housing:

- Advocate on behalf of topics regarding the student experience relating to on-campus housing and housing insecurity
- Gather feedback on the student experience relating to on-campus housing, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators from University Housing

University Operations:

Director of Facility Projects:

- Advocate on behalf of topics regarding the student experience relating to facilities management (*campus planning, construction, crosswalk technology, etc.*)
- Gather feedback on the student experience relating to facilities management, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators from Facilities Management

Director of Information Technology:

- Advocate on behalf of topics regarding the student experience relating to information technology (*Au Access, DOU 2-factor authentication, printing, WiFi, etc.*)

- Gather feedback on the student experience relating to information technology, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators from the Office of Information Technology

Director(s) of Parking and Transportation:

- Advocate on behalf of topics regarding the student experience relating to parking and transportation
- Help instill the longevity of ongoing SGA/Parking and Transportation related projects (*the Late-Night Smart Ride Program, Tiger Transit feedback, etc.*)
- Gather feedback on the student experience relating to parking and transportation, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators from Parking and Transportation

Director(s) of Safety Initiatives:

- Advocate on behalf of topics regarding the student experience relating to student safety
- Help instill the longevity of ongoing SGA/Campus Safety related projects
- Gather feedback on the student experience relating to student safety, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators from Campus Safety & Security

Director of Sustainability:

- Advocate on behalf of topics regarding the student experience relating to sustainability
- Help instill the longevity of ongoing SGA/Sustainability related projects (*composting, recycling, etc.*)
- Gather feedback on the student experience relating to sustainability, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators from Sustainability

Outreach

Diversity, Equity and Inclusion (DEI):

Director(s) of DEI Initiatives:

- Advocate on behalf of topics regarding the student experience relating to diversity, equity and inclusion
- Gather feedback on the student experience relating to diversity, equity and inclusion, conduct peer benchmarking/research, and present relevant findings to administrators
- Represent SGA in meetings with administrators from the Office of Inclusion and Diversity

Director(s) of DEI Projects:

- Ensure SGA is representing all students by implementing inclusion and diversity-based programs (Breaking Barriers, listening sessions, etc.)

- Empower SGA liaisons from identity-based organizations to increase collaboration and ensure that their perspectives are represented
- Help advocate for ongoing trainings and educational opportunities for members of SGA, including assisting in research efforts from a DEI perspective

External Affairs:

Director of City Relations:

- Further relations with the City of Auburn by presenting updates on behalf of SGA at City Council meetings
- Attend meetings with the Mayor and City Manager to provide the student perspective on topics pertaining to the City and University
- Represent SGA at City committee meetings (*Auburn 2040 Plan, the Downtown Merchants Association, etc.*)
- **The student selected for this position must be in Auburn throughout the summer**

Director(s) of Civic Engagement:

- Increase civic engagement by organizing voter registration drives
- Bring speakers to campus through SGA's "Capitol on the Plains" series
- Create innovative ways for SGA to educate students on the importance of civic engagement

Director/Assistant Director of Governmental Relations:

- Lead Lobby Board, a non-partisan student group tasked with advocating for higher education funding and ensuring that the student body is politically involved, informed, and knows how to have an impact on all levels of government
- Educate the student body about matters pertaining to State government
- Coordinate events such as Higher Education Day, Learning to Lobby Day, and Lobby Day

Feedback and Assessment:

Director(s) of Auburn Answers:

- Oversee the utilization of Auburn Answers, SGA's digital feedback system
- Plan Auburn Answers Days to collect student feedback on relevant topics
- Compile monthly reports of Auburn Answers submissions

Director(s) of Research and Assessment:

- Assist members of SGA by compiling research projects relating to their endeavors
- Build surveys to be administered to students
- Conduct peer-institution benchmarking

Outreach Programs:

Director/Assistant Directors of Hey Day/Fall Feast/Creed Day:

- Plan Hey Day, an Auburn tradition that unifies all students by distributing name tags and ensuring students know they are a part of the Auburn Family

- Plan Fall Feast, an event that offers a meal and community to students who remain in Auburn during Thanksgiving Break
- Plan Creed Day, an event that promotes the Auburn Creed across campus

Director(s) of Outreach Projects:

- Facilitate SGA Town Halls; events that allow students to directly communicate with administrators in a moderated setting
- Further programs designed to gather student feedback, including but not limited to Outreach Days and Up All Night