



## **BROAD-BASED COMMUNICATIONS SPECIALIST**

### **POSITION SUMMARY:**

Reporting to the Director of Communications and collaborating with the Assistant Director of Broad-Based Communications, is responsible for creating brand-identified broad-based content for multiple audiences, most of which will include department-level detail. These print and digital communication vehicles include but are not limited to gift acknowledgments, quarterly newsletters, and website content. Works closely with the Annual Giving team to deliver timely and focused communication vehicles for their solicitations.

### **KEY RESPONSIBILITIES:**

#### **Connection, Engagement, Giving Donors Access to Beneficiaries**

- Broad Based Communication – Develop department-level content for gift acknowledgments, newsletters and other communication vehicles – print and digital – that are designed for targeted audiences and adhere to philanthropic brand and other standards. Fact-check and edit broad-based communication vehicles.
- Broad Based Platforms – Create department-level content and design for digital communication platforms, including email, website and social media. Collaborate with Advancement officers and Advancement Services teams to execute strategic digital solicitation and communication – including social media – aimed at different segments.

#### **Knowledge Management and Generation**

- Continuously refresh content bank at the departmental level; index content according to system standards.
- Deploy workflow and tracking in project management software for inter- and intra-team projects.

#### **Customer Service & Compliance**

- Provide thorough, accurate, and timely service for all internal and external stakeholder requests for communication products and demonstrate exemplary customer service in all exchanges.
- Work closely with Advancement officers and internal team to engage donors in the causes they care about and connect them to the beneficiaries of their philanthropy.

#### **Leadership**

- Provide strategic input for policies, procedures and process improvements through cross-team collaboration and participation.
- Build relationships with Advancement and other University colleagues in order to advance strategic initiatives in each unit.
- Take a team-oriented approach to problem solving and troubleshooting.
- Take responsibility for continued learning and participate in peer continuing education opportunities that inform evolving best practices.

**Perform related responsibilities as required or assigned.**



## **REQUIRED QUALIFICATIONS:**

- Excellent communication skills, both written and oral, that emphasize a customer focus.
- Experience with content management systems and website maintenance
- Social media content development and platform management, including analytics
- Ability to work independently without close oversight.
- Team player who productively engages with others at varying levels inside and outside the organization.
- Ability to meet multiple deadlines and priorities without sacrificing desired results.
- Flexible, open and receptive to new information, ideas and approaches. Seeks and acts upon performance feedback.

### **Knowledge, Skills, Abilities**

- Excellent communication skills, both written and oral, that emphasize a customer focus.
- Experience with content management systems and website maintenance
- Social media content development and platform management, including analytics
- Ability to work independently without close oversight.
- Team player who productively engages with others at varying levels inside and outside the organization.
- Ability to meet multiple deadlines and priorities without sacrificing desired results.

### **Equivalent Education/Experience**

- Bachelor's Degree in a related discipline.
- 1-2 years of related experience in communications work, preferably in a university environment.
- Basic technical knowledge of fund raising and development in an education or non-profit environment.
- Competent in the use of MS Office Suite and the Internet. Experience with Adobe Creative Suite preferred.
- Competence in tools, software, and technologies to effectively complete assignments and job tasks.

### **Special Job Dimensions:**

Work involves dealing with sensitive donor relations issues and the management of highly confidential information.

## **SALARY RANGE:**

Salary commensurate with experience.