



## COMMUNICATIONS SPECIALIST – MAJOR & PRINCIPAL GIFTS

### POSITION SUMMARY:

Reporting to the Director of Communications, the Communications Specialist – Major & Principal Gifts is responsible for creating brand-identified content for multiple audiences, including prospective donors, individuals, corporations and foundations. These print and digital communication vehicles include but are not limited to proposals, impact reports, stewardship materials and other donor-related communications.

### KEY RESPONSIBILITIES:

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

- Case Statements & Proposals - Develop comprehensive and persuasive content for case statements and proposals - print and digital - that are designed for targeted audiences and adhere to philanthropic brand standards.
- Impact Reports & Stewardship - Create content for impact reports and stewardship materials that speak to the outcomes of philanthropic gifts. Collaborate with Advancement officers and Advancement Services teams to execute strategic communication aimed at different segments.

#### Knowledge Management and Generation

- Continuously refresh content bank and 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:**

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

- Proficient in the use of MS Office Suite.
- Ability to compose, proofread and edit materials that will be published to the public or appropriate audience.
- Excellent communication skills, both written and oral, that emphasize a customer focus.
- Attention to detail for accuracy of data and information.
- Flexible and adaptable writing voice to reach varied academic and donor audiences.
- Ability to work independently without close oversight.
- Able to build rapport quickly with internal staff and University customers, encouraging feedback and facilitating the development of projects and ideas.
- Ability to meet multiple deadlines and priorities without sacrificing desired results.
- Basic technical knowledge of fundraising and development in an education or non-profit environment.
- Ability to quickly learn the tools, software and technologies necessary to effectively complete assignments and job tasks.

### **Equivalent Education/Experience**

- Bachelor's Degree in a related discipline.
- 2-3 years of related experience in communications or grant writing work, preferably in an education or non-profit environment.

### **Special Job Dimensions:**

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

Experience with Adobe Creative Suite preferred.

## **SALARY RANGE:**

Salary commensurate with experience.