



## DIGITAL COMMUNICATIONS MANAGER

### POSITION SUMMARY:

Responsible for oversight and administration of Anthology's Encompass communications platform as well as other digital platforms employed by the Foundation Communications team. Assists with creation and deployment of digital assets and content, including Encompass database, event pages and print vendor templates. Coordinates third-party vendor relations. Collects and reports on digital asset analytics. Reports to the director of creative communications.

### KEY RESPONSIBILITIES:

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

- Ensure data entry and output in Encompass platform is up to date and accurate.
- Construct and maintain various online elements in Encompass platform, including online event pages, email templates, commerce forms and membership. Coordinate online giving pages with gift administration staff.
- Manage alumni and donor online community.
- Deploy messages to alumni and donors via digital and print platforms.
- Create and maintain analytics for various communications platforms.

#### Knowledge Management and Generation

- Design, facilitate and maintain standardized processes to collect and manage information in communication and project management platforms.
- Contribute to the development of user dashboards to drive daily donor relations communication vehicles. Identify ways to improve data management.
- Work closely with data management and prospect research teams to ensure donor and constituent record data are correct and useful to internal team efforts.

#### Leadership

- Share expertise and provide strategic input for policies, procedures and process improvements through cross-team collaboration and participation.
- Build relationships with Advancement and other University colleagues 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. Research and recommend similar opportunities for others.

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



## **REQUIRED QUALIFICATIONS:**

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

- Ability to meet goals, objectives, obligations and solve problems while representing the mission, vision and values of the organization.
- Experience with content management systems and website maintenance, including design and content curation.
- Ability to learn specific communications platforms, including Foundation website platform.
- Social media content development and platform management, including analytics.
- Strong computer skills, including proficiency with Microsoft Word, Excel, PowerPoint for correspondence, special reports, spreadsheets, databases and forms.
- Excellent communication skills, both written and oral, that emphasize a customer focus.
- Capable of obtaining, analyzing and evaluating information effectively. Make appropriate decisions based on relevant information and experience.
- Proven ability to establish, cultivate and steward strong relationships with constituents and colleagues.
- Ability to work independently without close oversight. Flexible, open and receptive to new information, ideas and approaches. Seeks and acts upon performance feedback.

### **Equivalent Education/Experience**

- Bachelor's degree in a related discipline.
- 4+ years of website and communications platform administration and oversight.
- Advanced competence in tools, software and technologies to effectively complete assignments and job tasks.

### **Preferred Skills and Experience**

- Knowledge of communications platforms (Agilon and Encompass) and best practices.
- Knowledge of various analytics platforms for measuring email, social media and website effectiveness.
- Knowledge of fundraising databases (Agilon and Encompass) or other non-profit donor databases.
- Knowledge of alumni relations/development/advancement principles.
- Familiarity with higher education institutions and working in a complex organizational environment.
- Knowledge of fundraising practices, preferably in a university environment.

## **SALARY RANGE:**

**Salary commensurate with experience.**