



## **DIRECTOR OF EDITORIAL SERVICES • ADVANCEMENT COMMUNICATIONS**

### **Position Overview**

Reporting to the executive director of advancement communications, and working in close collaboration with advancement senior leaders, department heads, and program managers, the director of editorial services helps to conceive, develop, and manage the production of marketing and communications materials produced by the Office of Advancement Communications. As the office's chief writer, the director ensures that materials meet the highest possible standards for editorial quality, while conveying a consistent strong brand message for advancement, the University, and its schools and units.

The director works in a collaborative team environment with other writers, designers, content providers, and clients to create publications, newsletters, video and multimedia, campaign communications, event materials and signage, ads, Web sites, commemorative pieces, presentations, highly customized proposals and correspondence, and other communications materials. The director meets with clients, schedules projects, assigns resources, negotiates with vendors, manages project budget, tracks progress, keeps clients updated, and ensures delivery to client satisfaction. The director directly supervises and manages staff and freelance writers, editors, and other suppliers of creative services.

In addition, the director of editorial services will serve as managing editor and chief writer for a new external advancement newsletter and its Web-based equivalent. Responsibilities include planning content and generating story ideas in consultation with advancement leadership; researching, interviewing, writing and editing; and working closely with a designer to create an engaging publication that represents the University to its key constituents. Multi-tasking and organizational skills are critical, as is the ability to motivate creative talent, work with outside vendors, manage financial and editorial budgets and supervise high-end print production. The director will interact at a high level with the Senior Vice President's office and must embrace the opportunity to work as a collaborative partner with a wide variety of colleagues involved in advancing the University. The director performs these duties in a professional and positive manner, and demonstrates integrity, good judgment, and the ability to work well with a variety of people and styles.

### **Principal Accountabilities**

Working under the direction of the executive director of advancement communications, the director of editorial services:

- (50%) Serves as managing editor and chief writer for the external advancement newsletter; develops relationships with staff, faculty, alumni, and volunteers to help identify and generate story ideas and content; manages complex approval process
- (25%) Supervises staff and freelance writers; manages the quality of all editorial output of advancement communications, for print and Web; advises administration on editorial standards and policy
- (15%) Conceptualizes and writes original text for selected advancement projects for internal and external audiences, including highly customized gift proposals and stewardship materials; edits client-supplied copy and proofreads printouts and proofs
- (5%) Contributes content to the advancement communications departmental Web site and toolkit and develops new capabilities for producing on-demand materials for customized communications, solicitations, and follow-up
- (5%) Contributes to departmental operational planning, makes budgetary recommendations, and supports the executive director of advancement communications with special projects as needed

### **Qualifications**

This position requires a bachelor's degree in communications or related field and ten year's writing, editorial, project management, and staff supervision experience with at least five years managing a major institutional publication. Other requirements include:

- A proven ability to write and edit clearly, accurately, and concisely
- Demonstrated qualities of creativity, imagination and initiative
- Excellent reporting, interviewing, and interpersonal communication skills
- Demonstrated ability to set priorities in successfully accomplishing complex projects
- Demonstrated success working independently and with others on a team
- Experience selecting, negotiating with, and managing outside vendors, including writers, editors, designers, photographers, Web developers, and printers
- Experience managing print production and Web site development
- Experience as a creative director, editorial director, and director of photography
- Demonstrated commitment to outstanding customer service
- Aptitude in a variety of software programs including Microsoft Office, Dreamweaver, InDesign, Illustrator, Acrobat, and Photoshop
- Experience developing and maintaining Web pages and content that easily integrates with the Web, minimizing maintenance requirements

### **Skills and Abilities**

- A high level of energy and enthusiasm for communications and the mission of advancement
- Solid relationship-building skills, able to interface with internal clients at all levels, including advancement staff, University faculty and administrators, and external vendors and suppliers
- Highly organized with ability to organize schedules and meet deadlines
- Excellent project management skills
- Desire to expand management skills and experience
- Problem-solving, research, and analytical skills
- Must be a student of the development profession, always willing to improve his/her skills and learn from industry best practices
- Must be willing to travel occasionally to support regional events