

Position: **Assistant Director of Digital Strategy and Engagement**
Grade:
Reports to: **Executive Director, Advancement Marketing and Communications**

Overview:

As a vital member of the marketing communications team in the Office of Advancement, the Assistant Director of Digital Strategy and Engagement develops and carries out an innovative new media strategy in alignment with, and in support of, annual philanthropy and engagement goals. Reporting to the Executive Director of Advancement Marketing Communications, and in collaboration with the Associate VP for Marketing Communications and Donor Engagement, the Assistant Director will help lead, develop, design, and implement a brand-consistent and unified digital-first strategy to include email marketing, web platforms, social media, and mobile technologies.

The Assistant Director of Digital Strategy and Engagement will communicate to and engage with various constituents including alumni, donors, and friends using current and emerging media platforms. This work will strategically support and enhance all areas of the Advancement program including marketing communications, volunteer management, alumni outreach, timely measurement tracking and analysis, and philanthropy.

The Assistant Director will help to employ the best practices for engagement with all stakeholder groups, devise metrics, and consistently analyze the success of these efforts. They will undertake social media and mobile-first initiatives, developing and growing a robust and multi-faceted presence on leading social media platforms with the goal of raising awareness of the University's activities and moving constituents to feel more connected with their alma mater.

This position is a valued member of the marketing communications team for the Advancement program and as such will have leadership responsibility for overall strategic management of digital platforms and tools on behalf of the program. This will require great collaboration with colleagues across all units and will include the creation of engaging and appealing website content, digital marketing communications and email marketing, defining best practices for social media engagement, understanding how to leverage emerging and existing platforms and tools, and growing digital alumni engagement and data.

With guidance from the Executive Director and in collaboration with the Associate VP:

Social Media Strategy Development and Implementation (30%)

- Serve as administrator and provide oversight for Advancement social media properties including flagship alumni accounts, regional groups, class groups, and school-based alumni accounts.
- Build, and actively manage and maintain, digital and social media communities, and advise on creation of new social media properties to meet strategic needs of the organization
- Develop a strategy for long-term growth for audiences across social media platforms, utilizing tracking and insights to create new and rework existing plans
- Serve as Advancement lead in social listening and social media crisis management in partnership with University Communications and URM Communications teams
- Manage online advertising campaigns and sponsored content for all Advancement departments and collaborators, providing oversight and ownership on all metric goals in this area

Websites, Apps and Mobile Technology (30%)

- Provide project management for creation of Advancement marketing and communications touchpoints online, while meeting department and program goals
- Develop apps, websites, gamification, and micro-sites for marketing campaigns, in collaboration with the Internet Projects team
- Create platforms that engage users through mobile technology, maintaining knowledge of cutting-edge industry options, including gamification
- Serve as a counsel for Advancement crowdfunding projects that raise money for the University
- Implement, maintain and troubleshoot digital platforms and tools including, but not limited to, The Meliora Collective, ThankView, Evertrue, Emma, iModules, Prizm, Keyhole, and Falcon Social
- Tracking and analysis of all initiatives to meet predetermined metrics

Digital Communications (20%)

- Strategize email communications for Advancement programs
- Manage live video strategies and implementation for Advancement teams, being knowledgeable about and contributing to the strategy of current organizational initiatives and goals
- Collaborate with the Advancement Communications team to produce and market digital videos
- Help manage eCommunications guidelines for all of Advancement, creating a standard of practices
- Serve as a contact for emails created to engage and/or solicit constituents
- Help manage email outreach for regional networks; advise volunteers as to best practices
- Stay on top of trends to ensure maximum open rates and reduce unsubscribes
- Utilize reports to help drive decision-making for future efforts
- Work closely with data analytics team to ensure high-level stewardship of collecting and improving quality of alumni and constituent data.
- Tracking and analysis to be used in consultation with leadership on new initiatives

Digital Metrics and Analysis (20%)

- Analyze digital marketing communications campaign performance and key learnings, as well as constituent feedback, to ensure continued progress or shift approaches
- Maintain and keep track of all digital marketing metrics (social, email, web) within Advancement; assess findings and utilize insights to help guide strategic decision-making, planning, and implementation
- Provide real-time analysis of digital programs and campaigns, troubleshooting areas of opportunity
- In concert with the Executive Director, produce an annual “state of digital” report
- Produce monthly Advancement digital marketing dashboards with key metrics

Values:

All work is done in collaboration with partners across Advancement and University campuses, and the Assistant Director demonstrates Advancement values:

- Mission Driven
- Innovation
- Inclusion
- Team-Based Approach
- Job Satisfaction
- Communication
- Service Excellence
- Integrity

Qualifications:

- Bachelor's degree, Master's preferred, 4-5 years development experience in UR or other university setting; or an equivalent combination of education and experience.
- 4 years minimum experience of marketing, communications, journalism, alumni relations, development, or comparable experience.

Skills:

- Outstanding communication skills, including direct interpersonal skills.
- Ability to implement high-level marketing communications projects.
- Flexibility and adaptability.
- Mastery of social media platforms and tools.
- Excellent organization, project management, and proofreading skills, with an ability to manage and prioritize multiple projects with keen attention to detail.
- Extensive experience in writing, editing, and marketing preferred.
- Understanding of web-based technologies, including basic knowledge of HTML, Dreamweaver, online platforms, design applications such as Photoshop and InDesign, and proficiency with the Microsoft Office suite of products.
- Ability to analyze, condense and synthesize information and ability to provide accurate analysis and summaries.
- A personal belief in mission, goals and objectives of private higher education and a desire to change the world.
- Ability to work as a member of a team to accomplish objectives. Occasional travel; some evening and weekend work.