

Marketing Coordinator, Strategic Marketing eInitiatives, Annual Giving Programs

PG: 53

Reports to: Sr. Associate Director of Strategic Marketing Initiatives

General Purpose:

With considerable latitude and room for independent judgment, develops and implements an entire strategic plan and budget for eStewardship outreach and overall eInitiatives for Annual Giving Programs (AGP). While keeping current with trends in the industry directs daily maintenance of Annual Giving web site and online presence, social media, email outreach, and all weekly stewardship through email to meet the overall development plan. Serves as a main contact point for Annual Giving online initiatives and approves and assists in developing strategies for other departments. This position is an integral part of the largest branch of the Advancement office, responsible for over \$3 million in gifts and the majority of new prospects. In addition, this person must have the initiative to stay constantly updated with new technology and marketing trends.

SPECIFIC RESPONSIBILITIES:

- 30%: In conjunction with the Associate Director of Development and Senior Director, creates customized tactical strategies and leads specified units' annual fundraising web and social media strategies and goals across Annual Giving Programs; including but not limited to: DMDP-focused schools/units/departments/hospitals, the George Eastman Circle, OneRochester, Reunion, and Parents Program projects. Keeps track of the budget and makes decisions on if the strategies are fiscally possible.
- 20%: Oversees important datasets for weekly eStewardship outreach, as well as specified eCommunications on behalf of AGP. Complete a high level of manipulation and analysis to data to use in strategies and marketing outlets. Develops plans for future databases as necessary.
 - Create and distribute weekly emailed thank you letters to donors that are both in line with the media strategy and support the overall campaign goals.
- 20%: While strategizing to meet fiscal plans, make decisions on marketing communications and solicitation emails, with no room for error, to represent the University to current and potential future donors. Create written communication for letters and direct mail copy. Control pictures, graphs, format, and information to be included in solicitations. Collaborate to write DMDP and Reunion unit solicitations and central eNewsletters when needed.
- 15%: Create and maintain social media accounts where applicable, while taking full responsibility for the messages portrayed to the public and the larger picture of the campaign and Advancement. Build/maintain relationships with various University and Medical Center partners which accounts which can help communicate AGP marketing needs and strategize how they can impact the overall campaign goals.
- 15%: Serve as liaison within AGP for online initiatives, as well as between AGP and Advancement, with authority to direct toward final goals. Maintain a budget for all potential projects.

- Work closely with writer and design teams in order to meet deadlines for solicitation execution.
- Develop and test new approaches (ex.: Crowdfunding). Analyze the program data results throughout the year to achieve goals.
- Collaborate with graphic design when needed for online, print, and email marketing materials.

Perform other responsibilities as assigned.

REQUIREMENTS:

A Bachelor's degree, as well as 3-years of professional experience preferably with marketing and/or fundraising experience. Familiarity with InDesign, Photoshop, and Adobe creative products desired. Candidate must be well organized, possess excellent communication skills and follow through with tasks, and writing ability, as well as the ability to work within a complex organization. Must also have the ability to take initiative on projects and stay updated on ever-changing technology and marketing strategies to be able to apply toward the Advancement office.