

Position: **Senior Associate Director of Digital Strategy and Engagement**
Grade: **56**
Reports to: **Executive Director, Annual Giving Programs**

Overview:

As a senior member of the marketing communications team in the Office of Advancement, the Senior Associate Director of Digital Strategy and Engagement oversees an innovative new media strategy in alignment with, and in support of, annual philanthropy and engagement goals. Reporting to the Executive Director for Annual Giving and Alumni Communications, and in collaboration with the Associate VP for Communications, Marketing and Constituent Engagement, the primary function of the Senior Associate Director is to develop, design, and implement a brand-consistent and unified digital-first strategy to include online, social media, and mobile technologies.

The Senior Associate Director of Digital Strategy and Engagement will communicate to and engage with various established audiences and 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, engagement measurement analysis and philanthropy.

The Senior Associate Director will lead efforts to employ the best practices for engagement with all stakeholder groups, devise metrics, and create a system for measuring the success of these efforts. S/he will undertake social media and mobile-first initiatives, leading the development of 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 to their alma mater.

This position is a valued member of the marketing communications team for the Advancement program and as such will have responsibility for the leading the overall management of digital platforms and tools on behalf of the entire 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 and coordinating with the Senior Associate Director of Digital Media for the University, understanding how to leverage emerging and existing platforms and tools (e.g. EverTrue and iModules), analysis of campaigns, and growing digital alumni data.

Social Media Strategy Development and Implementation (40%)

- Strategically build, and actively manage and maintain, digital and social media communities (20%)
- Strategize long-term growth for audiences across social media platforms (10%)
- Develop plans for online advertising campaigns and sponsored content (5%)
- Advise volunteers in alumni networks on best practices and act as counsel (5%)

Websites, Apps and Mobile Technology (30%)

- Manage all alumni marketing and communications touch points online
- Strategically develop apps, websites, and micro-sites for marketing campaigns, working with the Director of Internet Projects
- Create platforms that engage users through mobile technology
- Serve as counsel for crowdfunding projects that raise money for the University
- Lead strategy for and management of alumni platform RAX (Rochester Alumni Exchange)

Digital Communications and Analysis (30%)

- Create and manage eCommunications guidelines for all of Advancement
- Serve as a strategist for emails created to engage and/or solicit constituents
- Help manage email outreach for regional networks; advise volunteers
- Stay on top of trends to ensure maximum open rates and reduce unsubscribes
- Real-time analysis of digital programs and campaigns
- 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.

Values:

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

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

Qualifications:

- Bachelor's degree.
- 5-7 years 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.