

## Content Manager

### Advancement Communications

Reporting to the Director of Marketing Communications and Content, and working in close collaboration with colleagues in Advancement Communications, University Communications, Alumni Relations and Annual Giving, the Content Manager creates, improves, and maintains engaging content to drive engagement and philanthropic support of the University and its schools and units.

The Content Manager will approach writing as a craft, with a relentless focus on engaging our audiences while supporting the University's mission and its advancement goals. H/she will have a talent for asking the right questions, gathering information from subject-matter experts, and translating it into compelling stories that support the University's brand. H/she will create content in flexible formats, distribute it through appropriate channels, and optimize it based on what we learn. The ideal candidate will bring not only good ideas and excellent writing skills to the team, but also the ability to think strategically and execute impeccably.

The Content Manager will develop content that will ultimately be published and leveraged in myriad ways, such as in direct mail, email, newsletters, publications, videos and multimedia, social media, event materials, commemorative pieces, presentations, customized proposals and correspondence, and other marketing communications materials.

The Content Manager produces content for the appropriate print and digital channels. Understands audiences, channels, and culture, and develops content appropriate for each. Also produces multimedia content and collaborates with graphic and web designers, students, video producers and photographers. Understands basic best practices of photography, videography, and visual storytelling.

Takes an audience-first approach to content development, always keeping in mind how the content will help serve the University and its engagement and philanthropic goals.

The Content Manager works with advancement department colleagues, faculty, administrative leaders, as well as alumni, donors, and friends. H/she also collaborates and advises with colleagues in these areas. The Content Manager must understand and foster the University's collegial values and academic and marketing goals. Occasional travel and night/weekend work may be required. This position is crucial to an integrated communications effort.

## PRINCIPAL ACCOUNTABILITIES

### **Content Creation (65%)**

- Oversees the development of compelling internally-facing content (30%). This includes the internally-focused *Inside Track* newsletter and a new newsletter called *Advance* that highlights conversation-starting topics for our gift officers, volunteers, and others. Both communications vehicles play an essential role in supporting our gift officers and staff so that they can better engage donors, prospects, and staff.
- Creates/edits compelling externally-facing content (25%). This includes identifying stories and narratives that showcase our people (students, faculty, patients), our buildings and spaces, and our programs. Highlight stories of impact on a new engagement and philanthropy storytelling portal, in marketing collateral, and in content needed to support regional events. This includes helping to develop and maintain an editorial calendar. Tactics may shift over time.
- Analyzes communications channels and audiences for clients, including websites, social media, and print pieces, and makes recommendations for how to coordinate content across channels and implement a consistent messaging framework (10%). This involves coordinating with other teams across Advancement and the University to brainstorm, plan, and/or develop content as well as distribution strategies. Also, maintains the University brand, style, graphic identity standards; supports and maintains standard operating procedures.

#### **Management and Collaboration (25%)**

- Develops and executes content plans with an understanding of the significance of various strategic philanthropically-focused initiatives that need support. Creates presentations for departments, programs and committees, as needed.
- Manages relationships across the advancement and the University with a high degree of professionalism, judgment, and understanding of their goals. Identifies students and then oversees the development of student-generated content to ensure it is on-strategy and audience-focused.
- Establishes a mutually-respectful working rapport with faculty, staff, and colleagues by providing consistently sound professional counsel and delivering on agreed-upon outcomes.
- Coordinates with other communications professionals across the University to achieve institutional goals, e.g. will attend regular meetings with University-wide communications professionals to help identify and leverage stories and content and ensure one-voice messaging.

**Additional Responsibilities (10%)**

- Assists with departmental communications needs as they arise (e.g. develop talking points, draft speeches, provide communications support for events, etc.)
- Other duties as assigned by supervisor

**REQUIRED SKILLS**

1. Excellent writing skills for print and online media; knowledge of AP and/or Chicago style.
2. Demonstrated excellence in news judgment and ability to work under pressure. Ability to navigate the University of Rochester's working environment and the needs of the administration.
3. Excellent verbal and interpersonal skills; ability to provide leadership and influence change.
4. High awareness of current events and trends affecting public opinion.
5. Proven ability to evaluate and solve communications needs quickly. Ability to manage multiple projects to deadline amidst competing priorities. High level of strategic thinking, personal initiative and innovation.
6. Ability to work independently and collaboratively in a fast-paced, team-oriented environment.
7. An intellectual curiosity and interest in assigned academic disciplines, and an ability to translate complex ideas into easily understandable copy for a non-specialist audience.

**REQUIRED EDUCATION AND EXPERIENCE**

1. Bachelor's degree and 3–4 years' relevant experience in newspaper or magazine writing or other public relations activity; or an equivalent combination of education and experience.

**PREFERRED EDUCATION AND EXPERIENCE**

1. Bachelor's degree in English, Journalism, Communications or related field and 5–7 years of relevant experience in public relations, journalism, television, corporate communications or

agency work; or an equivalent combination of education and experience.

2. Demonstrated experience in developing communications for a range of media and working with creative professionals in design, photography or video.

To apply for the position, visit the [University of Rochester Careers Website](#).  
Search for **Job #**.