

University of Rochester
Office of University Advancement
Assistant Director, Donor Engagement and Advancement
Communications
PG55

POSITION SUMMARY:

The Assistant Director of Donor Engagement and Advancement Communications has primary responsibility for the planning and execution of donor-centered stewardship, engagement and fundraising communications strategies and tactics that support the mission of the University of Rochester. As a well-rounded communication generalist, this position will utilize both graphic design and writing skills to produce communications materials in line with the goals and strategies of the Marketing Communications and Donor Engagement (MCDE) Division.

Reporting to the Executive Director of Donor Engagement, and working in close collaboration and partnership with Advancement Communications, the Assistant Director helps to conceive, develop, and manage the production of stewardship, communications and marketing materials produced by MCDE. The Assistant Director ensures that projects adhere to the highest possible standards and meet expectations while conveying a consistent, strong brand message for Advancement, the University, and its schools and units. They must have a passion for the mission of the University of Rochester and the program goals of University Advancement, and a clear understanding the donor engagement and philanthropy.

SPECIFIC RESPONSIBILITIES

30% ADVANCEMENT COMMUNICATIONS

- In coordination with the Executive Director, develops strategic communications plans designed to meet department and University Advancement goals.
- Manages and contributes to Advancement communications materials and projects, including developing content for print and digital, videos, web pages, brochures, presentations and other promotional materials.
- Researches, writes, and manages approval process for annual endowment report.
- Oversee the creation of personalized hard cover books used to enhance stewardship of professorship donors (gifts of \$1,500,000 or more) and high-level building project donors.
- Develops content for plaques, awards and other recognition vehicles. Writes talking points, biographies, quotes, articles and stories in support of MCDE projects.

30% GRAPHIC DESIGN

- Works with the MCDE team, content providers, and vendors to design, and produce materials in support of major Advancement strategies
- Assists with the development and production of design documents, online photo galleries, and Keynote and/or PowerPoint presentations
- Designs layouts for publications and other projects, combining visual elements and techniques, such as illustration, typography, color, format, photography, and other art forms
- With limited supervision, considers University and Advancement branding and logo guidelines and graphic and style standards on all design projects and acts as a resource and advisor to strategic partners on these guidelines and standards.
- Consults with supervisor about the interpretation of Advancement partners' needs, taking into account aesthetics, budget and specifications for production

30% DONOR ACKNOWLEDGEMENT & RECOGNITION

- Serves as primary manager of the presidential acknowledgment program within Donor Engagement, overseeing the appropriate acknowledgment of leadership gifts to the University.
- Researches and writes customized acknowledgments for specified donors as dictated by acknowledgment policies and procedures.
- Partners with Principal Gifts to oversee the process of standard and custom letters for University trustees and other high-level donors.
- Serves as a resource for University's acknowledgment strategies as well as industry best practices. Develops and maintains excellent working relationship with acknowledgment leads in schools/units.
- Oversee and streamline the quality of internal reporting used to produce acknowledgments. Ensure that unit acknowledgments follow established protocol and modify that protocol as required by new unit leadership. Continually develop and apply best practices to achieve maximum impact with donors.
- Supervises student staff assigned to Stewardship and Presidential Acknowledgements.
- Understand in detail the entire gift cycle and Advancement and University fundraising goals and priorities, to apply strategically to stewardship responsibilities.

10% OTHER

- Supports Donor Engagement and other Advancement teams on a wide variety of projects and events requiring communications and donor relations focus.
- Contributes to departmental operational planning, budgetary recommendations and long term planning for stewardship publications and campaign recognition.
- Manages freelance and vendor resources as required
- Manages and directs other duties and special projects as requested by the Executive Director
- Participates in the planning and execution of special events.

REQUIREMENTS:

Qualified candidates will have a minimum of 4 years of experience in a communications work environment preferably in higher education and specifically in advancement/stewardship. In addition, candidates must have a minimum of 1 years experience in graphic design working for a creative agency or design firm. A bachelor's degree in communications, or other major with emphasis in communications or a related field is strongly preferred. The qualified candidate must have high-level writing experience with knowledge of print, electronic, social media and Web communications. Other requirements include:

- Exceptional ability to write and edit clearly, accurately, and concisely. Excellent command of grammar and the English language is required.
- Demonstrated experience using the Adobe Creative Cloud including InDesign, Illustrator, Photoshop, and Acrobat.
- Proficient in PowerPoint and Keynote, with demonstrated experience building presentations.
- Familiarity with Basecamp and InMotion project management software a plus.
- Ability to design and write for print or web.
- A passion for design, photography, layout, typography, form and color.
- Demonstrated qualities of creativity, imagination, and initiative.
- Excellent reporting, interviewing, interpersonal and communication skills are essential, as are diplomacy and a team orientation.
- Demonstrated ability to successfully work independently as well as collaboratively with others on a team
- Demonstrated ability to pay close attention to detail
- Demonstrated ability to exercise good judgment and diplomacy, and maintain confidentiality, and to interact with and respond appropriately to donors and University staff and administrators at all levels

*For further information please contact Katherine
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