University of Rochester Medical Center

Writer/Editor, URMC Advancement Communications Services
Grade 53
Position Description

Overview of Responsibilities:

The writer/editor for URMC Advancement Communications Services is responsible for creating, improving, and managing effective, engaging, and persuasive content including case statements, proposals and other communications to cultivate, solicit, and steward major, leadership, and principal gifts from donors and prospects. This person needs to have excellent writing and editing skills, an ability to translate complex medical ideas into easily understandable copy, and think strategically with all projects to meet the objectives of Medical Center Advancement. H/she will work closely with Advancement areas within URMC and with central Advancement colleagues. This role will be highly visible, interactive with top-level donors and University leadership, and must be able to represent the office well under pressure.

The writer/editor will bring the following qualities to his/her role:

- Energy, enthusiasm, and strategy to his/her daily activities.
- Exceptional service to all and be committed to excellence in everything he/she does.
- Focus on his/her goals, overcome obstacles, see things through to completion, and never give up.
- Be donor centric by becoming familiar with top donors’ interests, motivations and values, and provide extraordinary stewardship by demonstrating impact.
- Work well in a high-performance job under deadline pressure.
- Contribute to a team environment.
- A high standard of professional ethics with demonstrated ability in respecting the confidential nature of donor information and university matters.
- Be proactive and develop solutions for gift officers, faculty, and leadership.

Specific Duties:
Under the direction of the Director of URMC Advancement Communications Services, and with great latitude for independent judgment, the writer will:

(45%) Have the ability to ask the right questions, gather information from subject-matter experts, and translate it into compelling content. Conceptualize and produce multimedia, donor-focused publications from the ground up; this includes: one-page slip-sheets to multiple page case statements, working with gift officers, and coordinating photography as needed. Work will include complete project management, from concept to printing. Also will require meeting with faculty and high level donors as needed to learn more about their work and philanthropic support and come up with creative ideas on how best to present it.
(10%) Have the knowledge, perform the necessary research, and work closely with gift officers to support and write highly personalized acknowledgement letters from the CEO for URMC gifts of $25,000 or more, all URMC gifts from trustees, and all URMC gifts from the URMC board. This must be done with a high degree of accuracy and in a timely manner.

(15%) Edit and provide a critical perspective on all materials produced by URMC Advancement Communications Services. Edit, review and streamline URMC content in central Advancement and University publications.

(10%) Writing and project management of a variety of strategic URMC stewardship and cultivation materials; develop Medical Center content for the annual endowment highlights and annual GEC impact piece; interview faculty and write professorship impact letters as needed; critically analyze endowed professorship books; meet with high level faculty as required; and be the primary back up to Director of URMC Advancement Communications Services for creating CEO/Dean talking points for professorship selections, stewardship events and fundraising appearances.

(10%) Assist Executive Director of Advancement Communications Services to develop proposals for up to $5 million.

(5%) Function as the point person for the URMC Giving Web site: review content weekly and provide timely changes when necessary. Also, develop content for University’s philanthropy portal “Ever Better.”

(5%) Perform other job-related duties as requested by the Director and Executive Director of URMC Advancement Communications Services.

Requirements:
Qualified candidates will have a bachelor’s degree (preferably in English, journalism, public relations, communications, marketing or a related field) and a minimum of 4-5 years of advancement, communications, or public relations experience. Familiarity with higher education and academic medical centers a plus.

Skills:
The ideal candidate will have excellent writing skills for print and online media, the ability to communicate clearly, interact and maintain effective working relationships, and respond appropriately to donors, Advancement staff and administrators, and Medical Center staff. He/she will have: proofreading and editing skills; strong project management and organizational skills, the ability to set priorities, meet deadlines, be self-motivated, and work independently; manage multiple projects under tight deadlines while performing assignments accurately; attention to detail and accuracy for their work; and demonstrated the ability to work as part of a team. Knowledge of photography and video is a plus. Position may require
some evening and weekend hours to complete projects on time and to support Executive Director and Director if they are not available.