

JOB DESCRIPTION

Job Title (30 character limit)	Associate Director of Marketing Communications	Job Code	1209
Division/Function	Advancement	Career Level/ Grade Level	56
Reports To	Director of Marketing Communications	FLSA	exempt

GENERAL PURPOSE

The General Purpose provides a concise, high level overview of the role, level, and scope of responsibility consisting of 3-4 sentences. It provides a basic understanding of the job and a concise summary of why the job exists and how it makes an impact.

As a key member of University Advancement's Marketing Communications and Donor Engagement team, this person works with colleagues throughout Advancement and across the University to develop and implement long- and short-term internal and external communications plans in support of philanthropic giving to the University of Rochester Medical Center (URMC). This person will think strategically, write persuasively, and work closely with Marketing Communications, Special Events, Donor Engagement, and URMC Constituent Relations staff to lead, implement, and execute marketing communications tactics designed to achieve annual business goals. This includes managing and developing all email marketing and web content and strategy, including email newsletters, for the purposes of donor engagement and stewardship; writing high-level fundraising collateral material; editorial and story research; and creating material for high-end philanthropy events.

Reporting to the Director of Marketing Communications, this individual will develop communications strategy around URMC fundraising priorities; will identify, shape, and develop content that inspires prospects and donors to consider supporting the Medical Center; and will steward existing major and principal gift donors.

JOB DUTIES AND RESPONSIBILITIES

This section contains a description of the 4-7 separate duties and responsibilities that make up the position. Assign each responsibility a percentage of time (increments of 5% and no one responsibility greater than 25%) to total 100%. Select an indicator (Y/N) for essential function and remote work. Job Duties should be listed in order of percentage of time, with highest percentage first. When estimating percentage of time, it can be considered that 10% of a week is 5 hours or 5 weeks in a year.

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
Content Marketing Manage all URMC Advancement email marketing initiatives, including event communications and broad and targeted newsletters, and develop and maintain a strategic email marketing calendar;	40	Y	Y

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
- Develop and execute plans to continually refresh (and as needed, revamp) key URM C giving websites, including the URM C Advancement site, the Golisano Children’s Hospital giving site, the Wilmot Cancer Institute giving site, and others, working with the Internet Projects team and URM C PR and Marketing colleagues; - Develop plans for marketing original and curated content on digital and social channels, in newsletters, and through email marketing; - Identify, write, and “pitch” philanthropy and engagement content to University-owned media channels (e.g. URM C social media channels, <i>Rochester Medicine</i>, <i>Nursing</i> magazine, URM C Newsroom, URM C This Week, NewsCenter, <i>Rochester Review</i>, @Rochester, etc.); and - Fully understand print and digital audiences and channels and develop content appropriate for each.			
Content creation - Write compelling copy for a wide variety of URM C initiatives (e.g., brochures, fundraising collateral, gift announcements, email newsletters and promotions, websites, impact reports, event invitations and talking points, letters, citations, etc.) that moves readers to action; - Write acknowledgement letters from the CEO to donors who’ve made gifts of \$25,000 or more to URM C, and manage the acknowledgement process in partnership with the liaison to the CEO’s office; - Identify interesting story subjects and craft narratives that showcase key URM C priorities; research and identify people of interest for feature profiles; and conduct interviews of faculty, staff, students, alumni, donors, and friends. - Write convincingly about the impact of giving in higher education and health care; - Produce multimedia content and collaborate with graphic and web designers, video producers and photographers; understand basic best practices of photography, videography, and visual storytelling; and - Develop and curate creative and compelling content and copy for e-newsletters.	30	Y	Y

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
Project management Lead project management for all URMCA Advancement Communications projects, developing detailed project schedules and resource plans, tracking key project milestones and adjusting project plans and/or resources to ensure that projects are delivered on time, within budget, and adhering to the highest possible standards to meet or exceed partner expectations.	20	Y	Y
Other duties as assigned - Conduct regular meetings with colleagues; - Understand OASIS donor database and be able to access and interpret data; - Serve as back up writer to other writers as needed; and - Other duties as assigned.	10	Y	Y

**Essential functions are those functions that the individual who holds or desires the position must be able to perform with or without a reasonable accommodation. A job function may be deemed essential based upon several factors such as whether: 1. the position exists for performance of the function; 2. the number of employees available who can perform the function and limitations on the ability to reassign it; or 3. the degree of skill or expertise required to perform the function.*

QUALIFICATIONS

This section lists the level of job knowledge (such as education, experience, knowledge, skills and abilities) necessary to do this job and whether it is required or preferred. Required qualifications are the minimum level of qualifications needed to perform this job. Preferred qualifications are "nice to have", but are not essential to the day-to-day functions of the job.

	Description	Required/Preferred
Minimum Education	Bachelor's degree in marketing, communications, English, or journalism	Required
Experience	5-7 years or equivalent combination of education and experience	Required
Knowledge, Skills & Abilities	• Excellent written, oral, organizational, and interpersonal skills • The ability to understand the interests of major gift donors and the priorities of the institution • Excellent proofreading, interpersonal, and time-management skills; extraordinary attention to detail • The ability to manage multiple projects, prioritize duties, work well under pressure, and meet deadlines • Experience with social media and digital marketing channels and strategy • Complete understanding of The <i>Chicago Manual of Style</i> • Ability to work as a team member to accomplish objectives • Proven qualities of initiative, creativity, team orientation, and a commitment to client/customer service of the highest quality • Understanding of needs and wants of high-end donors, particularly as they pertain to recognition • Experience in a development office or higher education setting preferred • Must have a knowledge of marketing concepts and experience implementing integrated marketing initiatives; familiarity and comfort using data to inform planning are essential • Experience with email marketing tools, Microsoft Office, and web content management systems; and basic knowledge of Adobe Creative Suite.	Required
Certification		

JOB SCOPE

Place an "X" next to the **ONE** statement that applies the majority of the time in each category.

Critical Thinking	
	Basic level of problem solving ability. Follows policies and procedures where facts are readily available.
	Moderate level of problem solving ability. Gathers and interprets data to solve routine problems that require verification. Some independent judgement required.
X	Independent level of problem solving ability. Resolves semi-complex problems that require independent judgement.

	High level of problem solving ability. Integrates and interprets data from diverse sources to find solutions to very complex problems.
Freedom to Act	
	Work is closely managed and reviewed for accuracy and adequacy. Follows specific, outlined and detailed instructions.
	Work is accomplished with moderate supervision. Follows established and detailed directions. Work is reviewed for accuracy and overall adequacy.
X	Work is accomplished with limited direction. Determines and develops approach to solutions. Work is evaluated upon completion to ensure objectives have been met.
	Work is accomplished without considerable direction. Exercises judgement in selecting methods, techniques, and evaluation criteria in obtaining results. Exerts significant latitude in determining objective of assignment. Takes calculated risks with consultation from an expert.
	Works with minimal direction toward predetermined long-range goals. Acts independently to determine methods and procedures on new or special assignments. Determines and pursues courses of action essential in obtaining desired results. Takes calculated risks.
Supervision of others (including hire/fire)	
X	No supervisory responsibility
	Non-supervisory leader (Example: team leader, coordinator, or mentor)
	Supervisory (two or more fulltime direct reports or equivalent)
Planning	
	Executes goals and objectives established by supervisor or manager.
X	Develops individual goals and sets individual daily priorities and tasks. Goals and objectives are monitored by supervisor or manager.
	Develops and executes goals and objectives for a department or functional group. Recommends and gives input to strategic initiatives.
	Creates business strategies for long-term strategic objectives. Monitors results of initiatives.
Consequence of Error	
	Failure to accomplish results can normally be overcome without significant effect on the organization.
	Failure to achieve results or erroneous judgements may require allocation of additional resources to correct and/or achieve goals.
X	Failure to obtain results or erroneous judgements or recommendations would normally have serious results and may require substantial expenditure of resources to correct and/or achieve goals.
	Erroneous decisions or recommendations would normally result in the inability to reach crucial organizational objectives and may have prolonged effect, as well as the expenditure of substantial resources.
	Erroneous decisions or recommendations would normally result in failure to reach goals crucial to significant organizational objectives and would profoundly affect the image of the organization.
Financial Responsibility (Please check all that apply)	
	Signing responsibility
	Manage pre-determined budget
	Independent judgement and responsibility to develop employer or departmental budget
	Responsible for revenue generating processes less than or equal to \$1M
	Responsible for revenue generating processes \$1M to \$5M
	Responsible for revenue generating processes greater than \$5M
	Independent judgement and authority to commit the employer in matters of significant financial impact

PHYSICAL/SENSORY REQUIREMENTS AND WORKING ENVIRONMENT		
<i>Indicate the physical/sensory requirement for each activity. Also indicate weight requirements where applicable</i>		
Activity	Rarely, Occasionally, Frequently, Continuously or N/A**	Weight***
Stationary Standing	Occasionally	
Sitting	Frequently, continuously	
Walking	Frequently	

Crawling		
Balancing	Occasionally	
Lifting/Carrying	Occasionally	25 lbs
Pushing/Pulling	Occasionally	25 lbs
Bending	Occasionally	
Squatting	Occasionally	
Kneeling	Occasionally	
Twisting/Turning	Occasionally	
Climb	Occasionally	
Stoop	Occasionally	
Overhead Reaching	Occasionally	
Typing/Keyboarding	Frequently	
Driving (car/equipment)		
Critical Thinking/Organization	Frequently	
Talking on Phone	Frequently	
Talking in Person	Frequently	
Hearing in Person	Frequently	

****Key to frequency codes:**

R = Rarely (less than 0.5 hours per day)

O = Occasionally (0.6 - 2.5 hours per day)

F = Frequently (2.6 - 5.5 hours per day)

C = Continually (5.6 - 8.0 hours per day)

N/A = Not Applicable

***Weight: Up to 10lbs; Up to 20lbs; Up 35lbs; Up to 50lbs; Greater than 50lbs

Hazard Assessment

Please enter a "Y" next to any hazard that this job is subjected to in a **normal** workday

Hazard Present (Y/N)	Hazard Type	Hazard Description
N	Chemical	Toxic: A chemical that exposes a person by absorption through the skin, inhalation, or through the blood stream that causes illness, disease, or death. The amount of chemical exposure is critical in determining hazardous effects. 1910.1000 for chemical hazard information. Flammable: A chemical that, when exposed to a heat ignition source, results in combustion. Typically, the lower a chemical's flash point and boiling point, the more flammable the chemical. Check MSDS for flammability information Corrosive: A chemical that, when it comes into contact with skin, metal, or other materials, damages the materials. Acids and bases are examples of corrosives.
N	Explosion	Chemical Reaction: Self-explanatory Over Pressurization: Sudden and violent release of a large amount of gas/energy due to a significant pressure difference such as rupture in a boiler or compressed gas cylinder.
N	Electrical	Shock/Short Circuit: Contact with exposed conductors or a device that is incorrectly or inadvertently grounded, such as when a metal ladder comes into contact with power lines. 60Hz alternating current (common house current) is very dangerous because it can stop the heart. Fire: Use of electrical power that results in electrical overheating or arcing to the point of combustion or ignition of flammables, or electrical component damage. Static/ESD: The moving or rubbing of wool, nylon, other synthetic fibers, and even flowing liquids can generate static electricity. This creates an excess or deficiency of electrons on the surface of

		material that discharges (spark) to the ground resulting in the ignition of flammables or damage to electronics or the body's nervous system. Loss of Power: Critical equipment failure as a result of loss of power.
N	Ergonomics	Strain: Damage of tissue due to overexertion (sprains and strains) or repetitive motion. Human Error: A system design, procedure, or equipment that is error-provocative. (A switch goes up to turn something off).
N	Excavation (Collapse)	Soil collapse in a trench or excavation as a result of improper or inadequate shoring. Soil type is critical in determining the hazard likelihood.
N	Fall (Slip, Trip)	Conditions that result in falls (impacts) from height or traditional walking surfaces (such as slippery floors, poor housekeeping, uneven walking surfaces, exposed ledges, etc.)
N	Fire/Heat	Temperatures that can cause burns to the skin or damage to other organs. Fires require heat source, fuel, and oxygen
N	Mechanical/ Vibration (Chaffing/ Fatigue)	Vibration that can cause damage to nerve endings or material fatigue that results in a safety-critical failure. (Examples are abraded slings and ropes, weakened hoses and belts.)
N	Mechanical Failure	Self-explanatory; typically occurs when devices exceed designed capacity or are inadequately maintained.
N	Mechanical	Skin, muscle, or body part exposed to crushing, caught-between, cutting, tearing, shearing items or equipment.
N	Noise	Noise levels (>85 dBA 8 hr TWA) that result in hearing damage or inability to communicate safety-critical information
N	Radiation	Ionizing: Alpha, Beta, Gamma, neutral particles, and X-rays that cause injury (tissue damage) by ionization of cellular components. Non-Ionizing: Ultraviolet, visible light, infrared, and microwaves that cause injury to tissue by thermal or photochemical means.
N	Struck by (Mass Acceleration)	Accelerated mass that strikes the body causing injury or death. (Examples are falling objects and projectiles.)
N	Struck Against	Injury to a body part as a result of coming into contact of a surface in which action was initiated by the person. (An example is when a screwdriver slips.)
N	Temperature Extreme (Heat/Cold)	Temperatures that result in heat stress, exhaustion, or metabolic slow down such as hypothermia.
N	Visibility	Lack of lighting or obstructed vision that results in an error or other hazard.
N	Weather	Phenomena (Snow/Rain/ Wind/Ice) Self-explanatory.

Approvals

HR Business Partner:

Compensation Analyst:

Approver:

Signature

Date

