

## **Director, Campaign Communications**

### **Job Code 50026551**

#### **General Description**

Responsible for overseeing planning, production and execution of communications efforts related to fundraising in the Office and University Advancement.

#### **Examples of Duties**

Manage and implement strategic communication plans.  
Lead the design, development and execution of campaign materials.  
Lead social media campaign focused on key university messages.  
Develop and edit strategic content for electronic and print communications.  
Collaborate with departmental leadership, staff and volunteer leaders to plan and execute effective communication strategies.  
Develop, coordinate and manage marketing, and internal and external communications.  
Provide day-to-day oversight of communications operations.  
Set communication and reporting priorities that support the attainment of fundraising goals.  
Perform other duties as assigned.

#### **Knowledge, Skills and Abilities**

**Knowledge of:** Professional code of fundraising, CASE standards, Microsoft Office, recording and developing income reports.

**Skill in:** Drafting Memorandums of Understanding, creating proposals, responding to donors' requests, working as a team member, establishing rapport with clients, prioritizing work load, identifying requirements for proposals, communicating with donors, determining reporting standards.

**Ability to:** Understand written job instructions, policy and procedure manuals, interpret complex and technical documents and MOUs, calculate using intermediate math, explain technical materials to lay persons, explain policies and procedures, explain work problems to supervisor, explain MOUs, train others.

#### **Experience and Education**

To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills and abilities.

#### **Other Requirements**