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| **Job Title:** Associate Director of Communications and Constituent Relations | **FLSA Classification:**  ☑ Exempt   * Nonexempt |
| **Reports to:** Director of Communications and Constituent Relations | **Location:** |
| **Department:** University Advancement | **Division:** |
| **Employment Category:**  ☑ Full-Time ☐Part-Time | **Paygrade:** |

**PRIMARY PURPOSE OF POSITION**

The Associate Director of Communications and Constituent Relations is responsible for understanding available media and technology platforms to provide expert planning and execution of communications and marketing initiatives for the Office of University Advancement.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

• Develop and implement innovative, effective and comprehensive strategies to create and

manage University Advancement's social media presence on networking sites including

Facebook, YouTube, Twitter, Instagram, etc. through competitive research, platform

determination, benchmarking, messaging and audience identification.

• Expand stewardship capacities and increase stewardship efficiencies within the division

through the use of different mediums (i.e. video, ThankView platform, etc.) Interview

scholarship students for video/feature

• In coordination with the division and university partners, generate, edit, publish and share

frequent content (original text, images, video or HTML) that builds meaningful connections

and encourages community members to take action using available tools.

• Lead efforts to build online engagement, capture and engage new audiences, coordinate viral

campaigns and targeted online outreach programs to drive audiences to give time, talent

and/or treasure.

• Monitor effective benchmarks for measuring the impact of social media programs, and

analyze, review, and report on effectiveness of campaigns to maximize results.

• Create editorial calendars and schedules in collaboration with division and campus partners.

• Continuously improve by capturing and analyzing the appropriate social data/metrics,

insights and best practices, and then acting on the information.

• Create and maintain content for the division's web pages.

• Supervise student graphic design staff or intern.

• Other duties as assigned.

**QUALIFICATIONS**

BA/BS degree in related field of study, such as Digital Media Management

Knowledge of online marketing and good understanding of major marketing channels

Minimum 5 years of experience in managing digital and social media communication including: planning, content development, analysis and reporting

In depth knowledge of most common social media platforms

In depth knowledge of web design, web development, HTML programming, Adobe Acrobat, InDesign and Illustrator

Excellent consulting, editing (photo/video/text), presentation and communication skills

Experience sourcing and managing content development and publishing

Working knowledge of Google Analytics, along with other digital customer management systems

Positive attitude, detail and customer oriented with ability to carry out multiple projects simultaneously and within specific deadline.

**WORKING CONDITIONS**

**SCHEDULE**: This is an exempt position and your expected work schedule is Monday through Friday. As an exempt employee your schedule may vary based on the number of hours needed to meet the job responsibilities. The individual holding this position may need to be available early morning, evening, and weekends to meet the needs of the department.

**PHYSICAL REQUIREMENTS**

The expectations listed below are representative of the abilities that may be needed to fulfil duties of this position. Reasonable accommodations may be made to enable individuals with disabilities to

perform the essential functions. Physical strength/endurance to enable him/her to perform/participate in the following activities:

* + Physically able to lift various materials up to 25 pounds on an occasional basis.
  + While performing required job tasks, physically able to bend, crouch and reach continuously.
  + While performing required job tasks, physically able to climb stairs, ladders or scaffolding as necessary.
  + While performing required job tasks, physically able to remain seated, frequently to continuously.
  + Possesses dexterity abilities required to perform typing, operate a computer and other office equipment, to perform filing, and related job responsibilities and attention to detail competence.
  + Physically able to spend significant time reading both on paper and on a computer.
  + Ability to travel by car and plane for University business. Ability to drive.

**SUPERVISORY RESPONSIBILITIES**

**SUPERVISION RECEIVED:** General supervision is received by the

**SUPERVISION EXERCISED:** Functional supervision is provided to

**EXPECTATIONS**

The incumbent is expected to have or possess:

* Ability to handle highly confidential material, understanding that all University information should only be disclosed to others who have a need to know, for legitimate business reasons. Have the ability to exercise and apply sound judgment and decision-making skills as well as the ability to maintain integrity and confidentiality of data.
* Has advanced knowledge of Microsoft Office and Google Suite software programs. Ability to quickly learn new technology and is self-motivated to stay current with emerging technologies.
* Ability to edit work for spelling and grammar, present numerical data effectively and is able to read and interpret written information. Demonstrates accuracy and thoroughness and monitors own work to ensure quality.
* Adapt to change in the work environment, manage competing demands and able to deal with frequent change, delays or unexpected events.
* Ability to accept supervision, assignments, change and correction. Proven effectiveness in dealing with a wide range of professionals, staff, and administrators.
* Ability to balance priorities to accomplish assigned tasks within the required time frame and be able to shift quickly between several tasks without loss of continuity.
* Engage in meaningful and intentional professional development appropriate for areas of responsibility and actively engage in personal and campus well-being initiatives.
* Carry out all responsibilities and objectives in professional manner.
* Accept and render constructive criticism in a professional manner.
* Adhere to the policies and procedures established by St. Edwards University.

*This document describes the general purpose, duties and essential functions associated with this job and is not an exhaustive list of all duties that may be assigned or skills that may be required.*

*I have read and understand my job description and acknowledge that management reserves the right to change or reassign job duties or combine jobs at any time.*

Employee (Print Name): Date:

Employee (Signature): Date:

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| HR OFFICE USE ONLY: | |
| **Approved by:** | *Signature of the person with the authority to approve the job description* |
| **Printed Name of Approver:** | *Printed name of the person with the authority to approve the job description.* |
| **Date approved:** | *Date upon which the job description was approved* |
| **Reviewed:** | *Date when the job description was last reviewed* |