

Position: Director of Advancement Communications
Office of Advancement
Full-time Position

Summary Description: Under the supervision of the Vice President of Advancement, develop and execute a comprehensive and dynamic marketing and communications strategy that supports the Office of Advancement's efforts to engage a diverse internal and external constituent base, achieve sustainable and predictable fundraising outcomes, and support relationship cultivation throughout the development cycle.

Essential Functions

1. Develop, lead, and manage effective marketing and communications strategies that advance the philanthropic goals and priorities of Spring Hill College.
2. Conceptualizes and coordinates donor-centric communications to include digital and print publications to include newsletters and the Spring Hill alumni magazine.
3. Develop and coordinate a strategic social media strategy that focuses on creating a strong and consistent online presence that tells the Spring Hill story in a compelling manner.
4. Collaborates with third party vendors and internal staff, where applicable, on strategies and design needs for the Office of Advancement, to include photography, video production, print projects, and digital communications.
5. Oversee the development and management of website content.
6. Coordinate with internal and external constituencies to improve engagement and support of the College through an integrated Advancement communications plan, calendar, and budget.
7. Serve as a communications and marketing subject matter expert for the Office of Advancement with an emphasis on major gifts, annual fund, stewardship, foundation relations, and alumni outreach.
8. Appropriately utilize various fundraising technology solutions, including: Blackbaud Raiser's Edge, NXT, Graduway social platform, Thankview, and GiveCampus.
9. Oversee and mentor students, interns, and staff, as applicable.
10. Work as an effective member of the Advancement team while creating and maintaining best practices and systems in support of the mission of the Advancement Office.
11. Perform other essential duties as required.

Marginal Functions

1. Attends meetings and/or special events as a representative of the College as required.
2. Completes other administrative duties or paperwork as required.

Required Knowledge, Skills, and Abilities: Individuals must possess the knowledge, skills and abilities or be able to explain and demonstrate that the individual can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

1. Familiarity with or sincere interest in learning about the mission of Spring Hill College and the meaning of a Jesuit education.
2. Ability to work independently, with initiative, and with minimum supervision.
3. Have a command of both strategic and tactical communications approaches and an understanding of tailoring compelling messaging to various audiences.
4. Talent for persuasive storytelling and the ability to use communications as a means of furthering the goals of the Office of Advancement.
5. Demonstrate essential competencies in writing, editing, and crafting messaging consistent with the College's voice and branding identity.
6. Ability to manage complex communications projects.
7. Ability to establish and case for support and develop a call to action.
8. Ability to effectively communicate and collaborate with a wide range of constituencies.
9. Ability to communicate effectively with others orally and in writing, with or without the use of an interpreter.
10. Willingness and ability to work some nights and weekends as required.

Qualification Standards:

Education: Bachelor's degree and 3-5 years experience in marketing and communications or any combination of education, training, and experience equivalent to a bachelor's degree.

Licenses: Valid driver's license with approval from insurance provider.

Other Preferences: Experience in higher education and/or experience in Advancement is a plus.

Other Considerations

- Hiring process includes, e.g., a criminal history background search.
- This person is considered a responsible employee in accordance with College Title IX policies.

