

**Assistant Director of Advancement Communications  
Guilford College  
Alumni & Constituent Relations**

**Basic Function:** Reporting to the Associate Vice President for Alumni & Constituent Relations, the Assistant Director of Advancement Communications is a full-time staff member in the Advancement Division responsible for developing and executing a plan for Advancement Communications including web pages, social media and an every-other-week e-newsletter.

**Essential Job Functions:** The Assistant Director of Advancement Communications will have responsibility for the following:

Create and Deliver E-newsletter (*Guilford Gazette*)

Project-manage, coordinate, write and edit Guilford College's electronic newsletter for alumni, current parents, other benefactors and current and retired faculty and staff. The specialist will:

- Create editorial and production calendars and manage deadlines.
- Align content with pre-determined Advancement and College objectives.
- Make editorial and photographic assignments and ensure completion of work.
- Ensure creative, interactive and high quality content for each issue.
- Manage, advise, train and coordinate student writing interns and other volunteer writers.
- Edit copy in preparation for publishing.
- Write copy and take photographs as needed.
- Assess effectiveness of this initiative on a regular basis.

Maintain Advancement Web Pages

- Create and maintain a plan for maximizing the impact of the Advancement web pages at [giving.guilford.edu](http://giving.guilford.edu).
- Manage and post content, and work with other content creators, to offer new web content promoting great philanthropy and alumni engagement stories on a regular basis.
- Coordinate positioning of Advancement stories on the College's main web pages, [guilford.edu](http://guilford.edu), and strive for increased philanthropy references in all web stories.

Maintain Advancement Social Media Accounts

- Create and maintain a plan for maximizing the impact of the Alumni & Parent Relations Facebook page and other social media accounts, relative to divisional goals and objectives.
- Manage and post content, and work with other content creators, to offer new social media posts on a regular basis.
- Coordinate Advancement social media strategy with Marketing Office colleagues who manage institutional social media strategy.

General

- Establish and track analytics for all communication platforms.
- Create print and digital fundraising solicitation materials.
- Promote and apply institutional brand, publication and social media standards as established by the Marketing Office.
- Coordinate plans for content creation and sharing with Marketing Office.
- Contribute to award nominations.
- Contribute to the execution of designated events in cooperation with the Director of Donor Relations & Special Events, Director of Alumni & Parent Relations and Director of the Bryan Series.

**Knowledge, Skills and Abilities:**

- Ability to project-manage a new electronic communications initiative into being and create a plan and process to sustain it.
- Demonstrated understanding of guidelines and deadlines - for example, how and when communications are prepared and delivered, when projects have to be designed, produced and distributed, and recruiting and training volunteers to support various tasks.
- Ability to write clearly, accurately and persuasively and to generate content that is “authentically Guilford College” and interesting to a range of constituents.
- Ability to edit other writers’ work to maximize their efforts and produce a superior product.
- Working understanding and use of social media.

**Minimum Qualifications:**

A bachelor’s degree in marketing, public relations or communications from a four-year regionally accredited institution. At least two years professional experience in the marketing, communications or PR field.

Ability to create and sustain a communications plan and manage a variety of projects simultaneously. Understanding of guidelines and deadlines – for example, how and when communications are prepared and delivered, when projects have to be designed, produced and distributed, and recruiting and training volunteers to support various tasks. Ability to write clearly, accurately and persuasively and to generate content that is “authentically Guilford College” and interesting to a range of constituents. Ability to edit other writers’ work to maximize their efforts and produce a superior product. Working understanding and use of social media.

A strong commitment to Guilford College, unquestioned integrity, a keen sense of confidentiality, exemplary written and oral communication skills, ability to prioritize and manage multiple assignments at a time, attention to details, diplomacy, excellent judgment, creativity and ingenuity, and a professional demeanor and appearance.

**Preferred Qualifications:**

Master's degree in marketing, public relations or communications from a four-year regionally accredited institution with a particular emphasis on marketing and public relations. Five to seven years of experience in the communications field, preferably in higher education, ideally in a fundraising setting. Experience with CRM and CEM systems, especially Raiser's Edge and iModules.

**Hiring Range:** Grade 5 (\$31,886-\$51,018 Annually) Depending on Qualifications

*Consideration process to include submission of writing samples and exercise that may include writing a profile of a selected subject, an announcement, a press release and a series of social media posts to ensure the candidate has the ability to write clearly, accurately and persuasively.*