

## **Assistant Director of Advancement Communications**

---

**Summary:** The Assistant Director of Advancement Communications is responsible for planning, creating, and executing marketing and communications to alumni, parents, and friends as a part of Queens University of Charlotte's strategic plans. Producing content and materials will be a primary focus of this role including significant focus on milestone reunions, the university's annual giving day #QUnited, and donor proposals for a team of gift officers.

This position reports directly to the Senior Director of Engagement and Giving and serves as the primary liaison for the entire Advancement division to Marketing and Communications. Previous work in higher education and experience with Slate or another CRM software are both a plus. Ability to be an effective individual storyteller and leader to help others to do so is a must.

- Works with Director of the Queens Fund, Associate Director of Digital Engagement, and Director of Stewardship, along with other colleagues across the university to plan, create, and execute communications to alumni, parents, volunteers and friends;
- Serves as primary liaison with Marketing and Communications while advocating for Advancement's role with university-wide communication projects;
- Assesses opportunities and maximize impact with engagement and giving as a part of the university's Strategic Framework;
- Leads production of donor proposals supporting the solicitation work carried out by a team of gift officers managed by the Associate Vice President for Development;
- Designs, writes and edits digital newsletters, website and social media content, and other regular communications with a focus on storytelling to alumni, parents, volunteers and friends;
- Evaluates data provided by Slate suite colleagues and a prospect researcher to evaluate the impact of communications and discover opportunities for engagement and giving;
- Manages independent contractors and vendor relationships, including designers, copywriters, and GiveCampus, the platform that facilitates #QUnited;
- Other duties and special projects may be assigned to meet department goals.

**Education/Skill Requirements**

- Bachelor's Degree with 2+ years of experience in related field;
- Creative problem solver and strategic thinker;
- Successful track record of developing and implementing marketing and communications that increase donor participation and dollars;
- Exceptionally strong communication skills (verbal, written, interpersonal, presentation) and ability to quickly establish and maintain strong rapport with colleagues;
- Demonstrated organization and planning skills;
- Must be able to work in a fast-paced environment with demonstrated ability to effectively prioritize multiple competing tasks and demands;
- Proven ability in taking initiative and works well under pressure;
- A high level of personal integrity and professionalism and a proven ability to maintain confidentiality at all times;
- Strong reasoning skills and the ability to define problems, collect data, establish facts and draw valid conclusions to resolve problems;
- Ability to actively listen and provide exceptional customer service;
- Ability to work both independently and collaboratively;
- Proficiency with Microsoft Word, Excel, Outlook and Slate, or similar CRM software.

<https://www.smartrecruiters.com/QueensUniversityOfCharlotte/743999830861334-assistant-director-advancement-communications>