



Position title: Director, Advancement Communication

Department: Advancement

Supervisor: Assistant Vice President, Annual Giving & Advancement Services

Classification: Administrative, exempt, full-time

The Director for Advancement Communication is responsible for the development and implementation of a comprehensive marketing and communication strategy for Muhlenberg College's Office of Advancement.

Duties & Responsibilities

Content Development & Production

1. Serve as a key developer of the overarching communications strategy for all print, email, web and phone communications coming from the Advancement department, ensuring that all communications are timely, coordinated and on-point in terms of overarching messaging.
2. Supervise and assist the senior associate director of Advancement Communication with developing and distributing coordinated, complementary digital and electronic communications in line with overall strategies.
3. Produce and maintain departmental communications materials, such as printed pieces, one-pagers and annual reports, press releases, media and other materials designed to increase understanding of the office of Advancement's mission and vision.
4. Oversee production of an accurate, complete, effective and timely annual report of contributions (Philanthropy Report).
5. Compile and develop content for newsletters, websites and social media.
6. Collaborate with the Advancement staff and senior associate director for timely posting of web related content and materials.
7. Work with College staff and in-house and/or outside designers and vendors to research, write, design, and produce donor-oriented publications, including video presentations, PowerPoint presentations, newsletters, brochures, volunteer guides, case statements, solicitation materials, etc.
8. Coordinate and execute a communication plan in coordination with the College's communications staff.
9. Assist appropriate staff with the planning and production of materials for non-campaign activities of the College: Reunion, Homecoming, Parents/Family Weekend, etc.
10. Draft key campaign correspondence, documents and speeches.
11. Build and sustain communication networks, and foster partnerships through synergistic communication on projects such as the magazine, College Annual Report, and the Office of Advancement's Philanthropy Report.
12. Manage activities and work in conjunction with Advancements staff to create and design programs, publications, printed materials and other materials for Reunion/Alumni Weekend, residential events, annual fund appeals and giving society initiatives.

Program Profile & Awareness

1. Elevate Muhlenberg's reputation and brand among alumni and throughout diverse communities using all combinations of communications tools.
2. Oversee and coordinate video projects that enhance the messaging of major College initiatives (Lifetime Giving Society, MULEMENTUM, Mule Madness, Alumni Achievement Awards, Evening to Honor Excellence).
3. Build and maintain relationships with community, media and press representatives to enhance knowledge of best practices and innovative communication techniques.

Budget Oversight

1. Oversee the budget for Advancement communication.
2. Provide budget projections for strategic communication efforts, including identifying and recommending alternate funding sources.

Event Strategy

1. Direct, plan and implement sophisticated marketing materials for stewardship events, cultivation events for major prospects, groundbreaking and/or dedications of new facilities.
2. Assist in planning and execution of strategic events that serve Muhlenberg constituents.
3. Participate in the review, assessment and recommendations of marketing/communication changes after each event to ensure quality and consistency.

All other duties as assigned by the Assistant Vice President, Annual Giving & Advancement Services.

Qualifications

1. Bachelor's degree, preferably in the liberal arts, as well as a belief in, commitment to, and the ability to articulate clearly the values of a liberal arts education.
2. Experience in public relations and/or marketing.
3. Excellent command of language, superior oral and written communications skills, ability to write swiftly and eloquently in a variety of genres, voices, and styles (correspondence, newsletters, brochures, case statements, etc.).
4. Previous communications experience in a fund raising environment, preferably in higher education. Campaign communications experience a plus.
5. Thorough knowledge of and facility with standard desktop software applications such as Microsoft Word, Excel, etc.
6. A working knowledge of and experience in electronic media, including web research and basic HTML functions.
7. A working knowledge of and experience in the development of print and video materials.
8. Extensive knowledge of marketing techniques and extensive experience in applying them to real-life situations, preferably in an educational setting.
9. Ability to communicate effectively with a wide range of individuals in a challenging environment.
10. Experience in negotiating for goods and services with graphic designers, printers, event planners, promotional marketers, caterers, software and hardware vendors, and related service providers.
11. Working knowledge of principles of promotion.
12. Commitment to customer service and sensitivity to public relations impact of all development activities.

13. Ability to estimate the time and money implications of planned projects, and to deliver projects on schedule and on budget.
14. Unwavering attention to deadlines and detail.
15. Ability to work collegially under pressure.

In addition, candidates should have:

1. Attend, participate and support major on-campus College activities, including but not limited to Staff Phonathons, Reunion, Scholarship Luncheon and Commencement, as well as regional alumni event activities.
2. Ability to relate comfortably to alumni, parents and volunteers, as well as to faculty members, administrators and other staff.
3. Familiarity with design and photography.
4. Demonstrate the ability to meet deadlines and manage several projects simultaneously.
5. An understanding of Muhlenberg College's mission.

Working Conditions

1. Occasional night and weekend work required.
2. Ability to navigate stairs.

An equal opportunity employer, Muhlenberg College is committed to recruiting and retaining outstanding faculty and staff from racial and ethnic groups that have been traditionally underrepresented in higher education. For additional information about Muhlenberg's commitment to diversity and inclusion, applicants can find the latest updates to the College's Diversity Strategic Plan at this link: [College's Diversity Strategic Plan](#)