Job Description – Sr. Associate, Prospect Communication and Management

Department: Development

Reports to: Director of Development

Position Summary

The Senior Associate of Prospect Communication and Management is responsible for the creation, development, and execution of prospect communication and outreaching strategies in accordance with the overall fundraising strategy of the Office of Development. Creates materials related to campaign communication, report, and stewardship. Oversees the daily operation of the Foundation’s website and social media outlets, coordinates advertising events, and provides administrative support within the department. Creates content for the website including articles, videos and multimedia formats, using a range of technology. Updates web content and maintains editorial standards to ensure consistency of online materials. Recommends strategy and execution for creation and syndication of content using social media and other electronic tools. Projects may include writing, editing, and managing digital and print communications to potential donors to effectively engage, inform, market, or promote events, services, programs, and University news (including regular e-newsletter, web content, email campaigns, and various invitations/brochures) in support of the University's engagement and development goals. In addition, the person will be responsible for prospect research and meeting briefings for University leadership.

Responsibilities

- Responsible for the creation and development of materials related to campaign communication, report and stewardship;

- Write, edit, and manage digital content through the Foundation’s website and other social media outlets to effectively engage, inform, market, or promote events, services, programs, and University news in support of the University's engagement and development goals;

- Ensure that internal and external audiences are kept apprised of University updates through E-newsletters, mailings and social media for direct communications.

- Develop fundraising related publication and Foundation’s annual report;

- Work with Events & Stewardship on public events to manage press opportunities;

- Prospect research and management in collaboration with the University team in New York, and provide meeting briefings and event bios for University leadership;

- Design and create gifts, greeting cards, and marketing brochures in collaboration with external vendors.

- Provide guidance and supervision to intern(s).
• Other related duties as assigned by the Director of Development.

**Qualification**

• **Required Education**
  Bachelor’s Degree

• **Required Experience**
  2-3 years of relevant experience in Marketing & Communication

• **Required Knowledge, Skills, and Abilities**
  
  ➢ Excellent interpersonal, interview, writing, and project management skills.
  ➢ Ability to plan and implement communications and marketing strategies.
  ➢ Skilled with Microsoft Word and Excel.