

**POSITION DESCRIPTION**

<b>Position Title:</b>	Communication Specialist
<b>Department:</b>	Outreach
<b>Time Assignment:</b>	Full Time
<b>Exemption Status:</b>	Exempt
<b>Reports To:</b>	Vice President of Outreach
<b>Effective:</b>	February 2017

**Position Summary:**

The Communication Specialist identifies, creates and distributes compelling stories that advance our philanthropic mission. This position will produce and manage a range of projects at all times and work closely with members of the University Relations team to maintain a consistent editorial tone, content, and style of writing, and serve as the web content strategist for the organization's websites, e-newsletters, and email campaigns. This position is responsible for developing and producing major gift proposals for individuals, corporations, and foundations; and participating in strategic fundraising process by consulting with development officers, university deans, and directors to prepare written materials and other publications for specific audiences. This is a highly collaborative position that will require strong relationship management across leadership and customers both internally and externally. This position requires a high level of professional, service-oriented interaction and collaboration with foundation and university staff, donors, students, and faculty. The Communication Specialist must maintain an understanding of the organization's overall communications strategy and an understanding of the current and future needs of the stakeholders required.

**Essential Duties and Responsibilities:**

1. Deliver consistent, powerful, and compelling messages that incorporate advancement priorities, while sustaining and elevating the university's and foundation's messages and branding guidelines
  - a. Collaborate with Foundation and University staff to create communication materials that inspire philanthropic support of the University
  - b. Work with campus partners to find opportunities to leverage foundation content across campus
2. Write and/or edit development documents
  - a. Work collaboratively with development staff in outlining and preparing written proposals for prospective donors
  - b. Promote the Outreach department as a strategic partner to support the needs of those attracting private support to the university
  - c. Proofread and edit fundraising proposal documents
3. Manage projects
  - a. Manage the department's job tracking and calendaring system, managing daily workflow, timelines and scheduling
  - b. Provide quality control over all editorial projects
  - c. Interfaces directly with internal clients providing transparency in the prioritization of projects and deliverables in a way that ensures excellent customer service and collaboration
  - d. Work closely with stakeholders across the organization to oversee the intake of all communication projects
4. Maintain web site
  - a. Manage the strategy, planning and posting of content for web, e-newsletters and email
5. Support a service-oriented atmosphere in accordance with Foundation and Alumni Association mission, values and philosophy
  - a. Adhere to policies and procedures
  - b. Maintain strict confidence of non-public Foundation and Alumni Association information

- c. Develop and maintain own competence; seek opportunities for continued learning and professional development
- d. Assist with prudent management of Foundation and Alumni Association resources

**Essential Functions:**

1. Set priorities, develop a work schedule, monitor progress towards goals, and track details/data/information/activities.
  - a. Efficiently operate a personal computer and associated software (Outlook, Word, Excel, etc.)
  - b. Maintain files accurately, in paper and in software programs
  - c. Maintain records and prepare reports
  - d. Handle multiple tasks simultaneously
  - e. Plan, prioritize and meet deadlines
2. Establish and maintain positive working relationships with others both internally and externally to achieve the goals of the organization.

Tasks:

  - a. Interact in an effective and appropriate manner with diverse populations, internal staff, University community and the public
3. Work cooperatively and effectively with others to resolve problems and make decisions that enhance organizational effectiveness.

Tasks:

  - a. Maintain confidentiality of records and information
  - b. Display excellent judgment and decision making
  - c. Follow through on projects with little supervision
  - d. Spot and address problems
4. Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.

**Minimum Qualifications:**

1. Bachelor's degree in public relations, marketing, journalism, communication or related field
2. 3 years' experience in writing/editing field, including experience with interviewing
3. Demonstrated excellent organizational, interpersonal, written and oral communication skills
4. Demonstrated ability to work on a team
5. Advanced proofreading and editing skills with knowledge of AP Style
6. Exceptional attention to detail and commitment to high-quality outcomes
7. Ability to function in a fast-paced, multi-task environment
8. Ability to maintain a high degree of confidentiality and responsibility regarding information related to the Foundation, its subsidiaries and University business and confidential prospect information
9. Proficiency with technology (i.e. with emphasis and experience with Microsoft Office Suite products)

**Preferred Qualifications:**

1. Master's degree in public relations, marketing, journalism, communication or related field
2. 5 years' experience in writing/editing field, including experience with interviewing
3. Experience executing successful creative strategies for a company or organization
4. Experience in a higher education or nonprofit setting
5. Fundraising and marketing knowledge and/or experience
6. Experience leading collaboration and delivering excellent customer service to a diverse population

**Physical Demands:**

Constantly operates a computer/smartphone/tablet. Regularly required to maintain a stationary position, move about the office, determine what others have said or written, and converse with others and exchange accurate information. Regularly required to sit, stand, bend, reach, and move about the office and within the community. May also include occasional bending, stooping, squatting, and/or pushing and pulling or moving objects. Occasionally required to move, raise, reach and/or retrieve binders, books, boxes, and files up to ten (10) pounds.

***The position description is not intended to be an all-inclusive list of job responsibilities, duties and requirements: but to describe the standard level of work being performed. Employees may be required to perform other duties as assigned or as required by the needs of the business. The NDSU Foundation and Alumni Association reserves the right to add or change the duties of the position at any time.***