



Associate Director, Advancement Communications, Senior Writer/Editor (full-time, 35 hours/week)
University Advancement
Position 102016

Position Summary: The Associate Director of Advancement Communications will serve as the Senior Writer/Editor for the division in close coordination with the Director and Associate Vice President with the dual goals of increasing constituent engagement and increasing revenue through production of high quality, narrative storytelling and compelling messaging, both short and long form, print and digital. A key member of the central Advancement and Alumni Relations staff, the Senior Writer/Editor will join our growing division at an exciting moment in University history—the preparation and launch of a major comprehensive fundraising campaign. This newly created position will play a critical role in Catholic University's efforts to engage with external and internal constituents to cultivate strong partnerships through philanthropic support and volunteerism.

Essential Responsibilities Include: Works in close tandem with Advancement communications staff in addition to staff in Alumni Relations, Annual Giving (the CUA Fund), the academic schools, the Advancement Events, and Stewardship and Donor Relations, as well as other institutional stakeholders such as the central Office of Marketing and Communications and the Office of the President, to develop and refine strategic collateral and messaging in support of philanthropy and engagement. Assumes the lead role in conceptualizing, researching, writing, and editing a wide variety of content generated by and on behalf of the division. Special emphasis is placed on feature articles (print, web), promotional materials and display ads, newsletters, brochures, direct mail appeals, invitations, presentation materials, press releases, donor correspondence, reports, event scripts, and other related outreach and engagement collateral. Collaborates with Advancement communications staff to assist with overflow work, and offers support and strategic counsel on digital communications (email, web content, mobile, social media, video scripts), gift proposals, case statements, and campaign collateral. Writes, edits, and proofreads print and digital materials in support of university philanthropic priorities as assigned, ensuring consistency with Associated Press, Chicago, and Catholic University style guidelines. Functions as a key member of collaborative work teams with other communications staff division-wide and in the academic schools for strategically designed project-based writing tasks, such as grants and principal gifts. Performs research of source materials and Raiser's Edge database to obtain and verify facts; analyzes sources for accuracy of information and most effective and engaging approach; interviews donors, faculty, students, and alumni. Maintains a high level of confidentiality. Works collaboratively to brainstorm ideas and plan projects and campaigns, then independently manage projects, including interviewing subjects, writing copy, producing and editing content, and adapting content across all platforms. Develop a variety of communications materials that build positive relationships with donors, alumni, and other university stakeholders.

Minimum Qualifications: A Bachelor's Degree is required and at least five (5) years of professional writing experience. Preferred qualifications include related work in advancement/development and/or higher ed environments, but flexibility, versatility, a sense of humor, and written communication skills with a sincere love for the Oxford comma are paramount.

An exceptionally strong and savvy writer and a relentless editor with understanding of the University brand and mission. Collaborative, creative, deadline-oriented, and customer service focused, with a keen eye for nuance and deep understanding of audience. A demonstrated ability to work independently and as part of a team, manage projects under deadline, build relationships and volunteer engagement, and maintain a high degree of professionalism and confidentiality. Ability to work effectively with internal and external constituencies, including individuals of significant influence and affluence. Demonstrable experience writing for institutional leaders and adapting to her / his voice for written communications.

How to apply: forward application, resume, two contrasting writing samples and cover letter with salary requirements as an attachment to (salary expectations are considered part of application process): CUARecruitment@cua.edu. Reference position 102016 in subject line of email. Please do not include photos on resumes and save documents

with first/last names. All applicants must be supportive of the mission and vision of *The Catholic University of America*. . Applications close on 3/26/18

THE CATHOLIC UNIVERSITY OF AMERICA

Office of Human Resources, 170 Leahy Hall

620 Michigan Avenue, NE

Washington, D.C. 20064

(202)319-5050 FAX (202)319-5802