THE CATHOLIC UNIVERSITY OF AMERICA

Director of Communications (full-time, 35 hours/week)
University Advancement
Position 101666

The Division of University Advancement provides leadership in two significant ways that support the University in fulfilling her mission, aims, and goals. The first is the engagement of her alumni, parents, friends and corporate, foundation and organizational partners while the second focus is raising philanthropic support from these constituents. Both foci are necessary, critical, and interdependent. The result is a stronger university that is positioned to fulfill annual and on-going priorities.

Position Summary: The Director of Communications for University Advancement oversees all publication development, collateral creation, and overall messaging for the Division, focusing on creating narratives through all communications that demonstrate the impact of philanthropy on the University. The position will take the lead in articulating a communications plan for the University's upcoming campaign. Other responsibilities include close coordination with the Annual Giving and Alumni Relations teams in creating appeals and other communications vehicles, providing strategic counsel to maximize philanthropy via online and social promotion in partnership with the Associate Director of Alumni Relations, and managing both internal and crisis communications for the Division. The Director will write and craft philanthropic messages for University leadership (including the University President, Vice President for Advancement, and others) and will serve as a primary liaison between the Division and the University’s Office of Marketing and Communications.

Essential Responsibilities Include: Working with the Associate Vice President, leadership team, and key stakeholders both within Advancement and across the schools of the University, develop an overall communications plan (including stewardship) for the Division and foster through all vehicles a distinctive “voice” around the impact of philanthropy on the life and programs of Catholic University. Serves as the driving creative force behind all the University’s communications with donors and shapes key messages and institutional priorities for an upcoming Campaign. Serve as the principal writer for leadership, (VP, AVPs, President and executive cabinet) regarding messages, speeches, or other forms of written communication regarding philanthropy and the University. This includes serving as lead in crafting of Campaign communications vehicles such as case statements, and may sometimes extend to proposal writing for the Vice President and Associate Vice President. Serve as a strategic counsel in leveraging web/digital presence, social media, and crowd-funding or other techniques to spur greater online giving participation, working in concert with other Division staff including the Associate Director and the CUA Fund team. Conduct a thorough assessment of communications needs, through audit, audience surveys, or other means, in order to create a long-term strategy for growing communications resources.

Serve as the primary liaison between the Division and the Office of Marketing and Communications for the University, which oversee all creation of publications and marketing material across the University. Coordinates with this Office on all public announcements concerning philanthropy and on crisis communication issues. Work closely with stewardship staff and University leadership to ensure timely and appropriate donor communications and relationship maintenance around endowed funds and other major and principal current-use gifts. Examine existing stewardship practices and personalized major donor stewardship pieces and devise ways of improving them. Write, edit, and plan content for key Advancement communications vehicles, including but not limited to the Annual Report to donors, Advancement content in CUA Magazine, collateral material for programs within Advancement, solicitation content, web content, and school-based content that supports philanthropic activity. Manage the work of freelance writers and other communications vendors (like graphic designers and printers) on behalf of the Division.

Minimum Qualifications: Bachelor’s degree required and at least seven (7) years of professional experience working in communications or marketing, preferably in higher education, development/advancement or both. Excellent writing, proofreading and editing skills essential with an emphasis on versatility between outputs (collateral materials, proposal writing, web). Creative and innovative approach to communications for philanthropy and alumni engagement will be actively sought. Substantial experience building or revamping communications programs in either nonprofit or higher education settings very beneficial, particularly in a campaign setting. Background in design/layout management for print a plus, as well as experience with basic web and email design using interface programs and templates. The successful candidate will possess the ability to work in an environment that puts a strong emphasis on metrics and success as well as the capability to
work independently and as part of a team. He/she will possess a demonstrated ability to take initiative and be a self-starter; manage projects; determine priorities and maintain a high degree of professionalism and confidentiality. Strong interpersonal, written, and verbal communication skills are essential; ability to prioritize work and general office procedures. Ability to work independently, under deadlines, without close supervision; self-direction in the initiation, coordination and completion of tasks; acute attention to detail. Excellent relationship-building and volunteer engagement skills; ability to work effectively with internal and external constituencies, including individuals of significant influence and affluence. Proficiency in Microsoft Office, including Word, Excel, and PowerPoint; familiarity with Millennium (alumni and donor database software) preferred.

**Preferred Qualifications:** Familiarity with iModules or other similar products desirable.

Possession of current and valid U.S. driver's license appropriate to the type of University vehicle and an acceptable Motor Vehicle Driving Record (MVR) as stipulated in the Vehicle Guidelines and Procedures Manual administered through the office of Environmental Health and Safety. Annual clearance of MVR check through the Office of Environmental Health and Safety.

**How to apply:** forward resume, cover letter and salary expectations (salary requirements are considered part of application process): [CUAREcruitment@cua.edu](mailto:CUAREcruitment@cua.edu). Reference position 101666 or position title in subject line of email. Please do not include photos on resumes and save documents with first/last names. Applications close on 8/31/16.

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