**Position Title:**Associate Director OR Director of Advancement Communications, UIS

**Department:** Division of Advancement

**Organization:** University of Illinois Springfield

**Salary Ranges:** Associate Director: $60,000 - $66,000; Director: $66,000 - $72,600

**Apply Directly at:** https://uis.csod.com/ats/careersite/jobdetails.aspx?site=1&c=uis&id=922

**Job Summary**

The Associate Director OR Director of Advancement Communications is responsible for the development and implementation of advancement-focused marketing and communication tactics that leverage the university brand and/or programs, and enhance fundraising and alumni relations efforts including, but not limited to: writing fundraising proposals and appeals, website design and management, event scripting, graphic design, and creating digital and print materials..

**Duties and Responsibilities**

* Prepares digital assets, event materials, gift proposals, and other print materials for Advancement, including basic graphic design and typesetting for fundraising, engagement activities, stewardship outreach, and events.
* Writes and designs print and online communications to highlight, recognize and solicit donors; creates donor newsletters; works with stewardship staff to prepare donor stewardship communications including routine and special thank-you letters.
* Prepares scripts and speaker details for chancellor and other event speakers; organizes staging, photography and AV needs.
* Establishes and cultivates collaborative relationships with the university community including alumni, donors, students, campus groups, faculty, and staff. Interviews donors, alumni, students and others for marketing/communications content and works closely with institutional communications team members to identify, pursue, write, and edit relevant fundraising and marketing materials and to facilitate campaign goals.
* In coordination with the development directors and corporate & foundation relations staff, prepares letters of inquiry, grants, proposals, position papers, concept papers, key correspondence and proofreading in order to garner private support from corporations, foundations and individuals with major donor potential.
* Ensures that alumni and donor photos and stories are added to records in the database.
* Enhances web presence and maintains both internal and external donor communications; stays current on best practices in fundraising communications and emerging platforms/tech/strategies.
* Tracks and analyzes website statistics for optimization; measures mass solicitations analytics; provides counsel to colleagues across the university on strategy, analytics and university expectations for fundraising and donor relations.
* Other duties as assigned.

**Qualifications**

Minimum Qualifications

1. Bachelor's degree in marketing, business administration, communications, public relations or a related field
2. For an Associate Director: Three (3) years (36 months) of professional work experience in marketing, public relations, communications, brand management, graphic design, or a related professional area.

For Director: Five (5) years (60 months) of professional work experience in marketing, public relations, communications, brand management, graphic design AND one (1) year experience working in fundraising communications or marketing.

1. Experience and ability to write compelling stories.

\*Note: Master's degree in an area consistent with the duties of the position may be substituted for two (2) years (12 months) of work experience.

Preferred Qualifications

1. Experience writing articles and social media posts.
2. Experience in designing marketing materials including event logos and digital assets, proposals, info sheets, fliers, etc., or willingness to be trained in this area.
3. Experience working in fundraising or nonprofit communications or marketing.

**Knowledge, Skills, and Abilities**

* Ability to manage multiple projects and priorities.
* Exceptional proofreading and editing skills.
* Excellent written and oral communication skills.
* Knowledge of and appreciation for public higher education.

**Travel Requirements**

No travel is expected beyond occasional local travel for interviews, meetings, and events.

**Additional Responsibilities**

This job description reflects the general nature and level of work performed by employees within this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Nothing restricts management’s right to assign or reassign duties and responsibilities to this job at any time. All employees are required to complete mandatory training by established deadlines (including, but not limited to, annual ethics training and sexual harassment training).

**UIS Benefit Programs**

* Choice of competitive health insurance plans, a dental plan, flexible spending plans, several types of term life insurance, long term disability insurance, supplemental investment programs and additional optional offerings.
* Tuition Waivers - Employees and their children may be eligible.
* Leave - sick time, shared benefits leave, vacation time, floating holidays, several paid holidays and other opportunities to take time away from work when necessary.
* Work-life balance programs – Be Well Illinois, Recreation and Wellness Programs, Adoption Benefit, Smoking Cessation Program, Weight-Loss Benefit, State Employee Assistance Programs

UIS is an affirmative action/equal opportunity employer with a strong institutional commitment to recruitment and retention of a diverse and inclusive campus community. Persons with disabilities, women, and minorities are encouraged to apply.