

WARTBURG COLLEGE

POSITION DESCRIPTION

Title of Position: Campaign Communications Associate

Terms: Non-exempt, retirement benefit, .6 FTE

Function of Position:

Responsible to the Campaign Director to assist with the general administrative operations of the campaign, particularly those communications functions designed to engage alumni, parents, friends, and other key constituents in the advancement of the College. Collaborates with Marketing and Communications and Institutional Advancement staff to enhance likelihood for constituents to participate, provide, and promote in support of the College. This position will work .6 with flexibility of schedule depending on workload.

Continuation of this position will be reviewed after May 2017, or at the completion of the campaign.

Principal Duties and Responsibilities:

- 1) Provide oversight for all development communications materials to achieve a unified look and message. Create print and electronic donor communication elements for the campaign, including brochures, newsletters, and other materials as needed. Oversee the gathering of information and writing of content for campaign communications. 25%
- 2) Collaborate with Institutional Advancement and Marketing & Communications staff on the development and implementation of a campaign communications plan, including campaign messaging in current College communications. Facilitate the collaboration with graphic designers, videographers/photographers, web designers, writers, and other internal and external professional resources to create and produce effective donor and campaign materials. 25%
- 3) Collaborate with Advancement Staff on correspondence to donors, staff, and volunteer leaders. Assist in design and development of campaign reports, sharing data as appropriate. 20%
- 4) With Marketing & Communications, coordinate development of, and updates to, the campaign website, resulting in a site that effectively engages alumni, parents, friends, and other constituents in support of the College and the success of the campaign. 15%
- 5) Supports the effective engagement of volunteers, including event and meeting assistance, correspondence, and training materials. 10%
- 6) Coordinate the effective stewardship of donors to the campaign. 5%
- 7) Other duties as assigned.

Some weekend/evening work will be required.

Supervision:

Employee will proceed independently, working toward objectives established in consultation with supervisor. Employee required to use a wide range of procedures, prioritize own work and resolve unusual cases in consultation with supervisor.

Minimum Qualifications:

Requires a bachelor's degree in communication arts or related area and strong knowledge of marketing, communications, and/or public relations field (preferably with higher education or not-for-profits); demonstrated excellence in writing, editing, and interpersonal communications, and working knowledge of communications and office technology including computers, digital communication software, website software, social media, etc. Must demonstrate the ability to balance multiple projects with accuracy in a deadline-driven environment, and to work as part of a team. Excellent organizational and administrative skills and the ability to plan and prioritize tasks. Must demonstrate an understanding and appreciation of philanthropy as well as a desire and commitment to further the mission of the College. Must possess the

interest and ability to learn new skills required to remain current for the position, as well as initiative and judgment to execute responsibilities.

Application Procedure:

Send letter of interest, including a statement regarding qualities you offer within the context of the Wartburg College mission, résumé, and contact information for three references electronically to: hr@wartburg.edu. See www.wartburg.edu for further information about the college. Screening begins immediately and continues until position is filled.

WARTBURG COLLEGE is a selective liberal arts college of the ELCA, nationally recognized for community engagement. As an affirmative action, equal opportunity institution, Wartburg College actively seeks applications from members of underrepresented ethnic and minority groups.