Assistant Director, University Advancement, Marketing and Communications

Coordinates, assembles, researches, and creates communication products, which include digital and print vehicles that support University Advancement’s strategies to grow alumni and donor engagement.

**Characteristic Duties and Responsibilities:**

Directly reporting to the Director of Marketing and Communications, the assistant director for University Advancement Marketing and Communications will:

Evaluate and Plan (35%)

* Content strategies for audiences across the donor pyramid. This includes assembling content for e-newsletter(s), events, and targeted digital communications projects.
* Digital publications for distributing key messages at key times to top donor prospects.
* Multi-media assets including photos, podcasts, video, and copy for wide variety of communication platforms, including websites, PURLs, social media, print magazine, and signature alumni events.
* Scripts for UA leadership and key university executives.
* Specifications for securing external vendors and ensure processes meet MSU purchasing procedures and policies.

Write, Edit and Produce (30%)

* Produces timely, relevant and compelling content to support the strategic and operational goals of University Advancement and its goals to support the MSU Alumni Association and Development.
* Writes, edits and produces a broad-spectrum of articles, copy and multi-media content that is customized for a variety of audience segments, media platforms and channels.
* Connects storytelling with the Advancement engagement model to encourage alumni and friends to advocate, volunteer, stay connected, serve their communities and support the university.
* Drafts, edits and fact-checks talking points, speeches, copy, scripts, news releases and other materials as requested to support activities of the MSU Alumni Association and Development.
* Shapes editorial assets for a variety of media platforms and channels.

Research & Coordination (15%)

* Prepares and coordinates subjects and locations for interviews and photoshoots.
* Analyzes complex information from a variety of source to develop articles, copy, and storyboards that serve the needs and interests of our audience segments.
* Researches and compares communication products produced by peer institutions (e.g. e-newsletters, web pages, blogs, and collateral) and shares with other members of the Marketing and Communication team.
* Collaborates with external vendors such as ad agencies, freelancers, photographers and videographers.

Production (20%)

* Interviews alumni, donors, students, faculty and staff regarding their achievements and the impact of philanthropy has had on their achievements.
* Edits videos and audio content.
* Manages and assembles files and assets for successful production and department workflows.
* Produces content to meet MSU accessibility standards.

**Qualifications**

**Minimum Requirements:**

* Knowledge equivalent to that which normally would be acquired by completing a four-year degree program in journalism, English, communications, public relations, business, liberal arts or related field.
* One to three years of experience in public and media relations and/or marketing communications.
* Experiences with word processing, database, spreadsheet, and presentation software.
* Or equivalent combination of education and experience.
* Must have a valid driver’s license.

**Desired Qualifications:**

* A Bachelor’s degree.
* One to three years of experience in large, complex organizations.
* Experience working on major recurring publications.
* Experience in communications work.
* Experience working on communication products for niche audiences.
* 3 years of copywriting experience in higher education or readily transferable skills and a proven track record of working in a complex environment.
* Working knowledge of Adobe Creative Suite software. (InDesign, Photoshop, Illustrator, Audition, Premiere Pro).
* Excellent written and verbal communication skills, organizational skills and intellectual curiosity.
* 3 years of writing/editing highly visible publications and video assets.
* Collaborative team-oriented style. Ability to work with a variety of personality types and sensitive to various cultures.
* Knowledgeable of Associated Press writing style standards.
* Knowledge of graphic design, print, video, social media and nontraditional media
* Ability to meet tight deadlines.
* Strong news and editorial judgment.
* Excellent interpersonal skills.
* Experience with Adobe Creative Suite.
* Familiar with Salesforce CRM and applications built on the Salesforce platform.

**How to apply**

If you have any questions regarding this position, please contact Stephanie Motschenbacher, Director of Communications and Marketing, University Advancement at motsche3@msu.edu .

All candidates must submit an application and resume through the Michigan State University Human Resources web-based system (MAP). The URL for this website is www.jobs.MSU.edu. Please indicate the position number **575609** when submitting your application.

*MSU is an affirmative action, equal opportunity employer.*

*MSU is committed to achieving excellence through cultural diversity. The university actively encourages applications and/or nominations of women, persons of color, veterans and persons with disabilities.*