



## **Advancement Communications Multimedia Strategist**

University of Memphis  
Memphis, TN, US

### **Job Description**

Serves as the liaison between Advancement Communication and Alumni Engagement. Provides communications support and analysis for programs and initiatives. Assists with ensuring day-to-day operations, policies, procedures, and guidelines are followed in particular areas.

### **Duties and Responsibilities**

- Serves as the primary liaison between Advancement Communication and Alumni Engagement. Collaborates with the Director of the Alumni Association to strategize, create, execute, and assess marketing and communication strategies to support programming that will successfully engage and connect the targeted constituent base of the University of Memphis Alumni Association.
- Develops strategies for digital communication and maintains content on all contracted digital platforms; including communications templates, giving forms, and event registrations.
- Under the direction of the Asst. Director for Advancement Communication assists team members with video and media production (including social media) for events and programs including coordinating all aspects of collecting interviews and content.
- Supports the Asst. Director for Advancement Communication in strategizing, implementing, and maintaining a unified graphic style and policing brand and style guidelines across the division.
- Collaborates with alumni team members, university staff, faculty, and alumni members to strategize communications regarding issues facing the University of Memphis Alumni Association. When needed, the coordinator will research all concerns/issues and recommends possible media responses.
- Acts as a marketing and communication resource for Alumni Association event staff and the Director of Alumni Relations. Provides guidance and support in developing and executing marketing strategies.
- Other duties as assigned.

**More information and how to apply here > <https://workforum.memphis.edu/postings/30712>**



### **More about the UofM and Memphis:**

Nationally ranked among the top public schools by *U.S. News & World Report*, the University of Memphis is a leading academic and athletic institution. One of just three research universities in Tennessee distinguished for its research productivity, the University offers a range of educational opportunities including undergraduate, graduate, and professional degrees across 13 colleges and schools to more than 22K students.

Located in the heart of one of the most important cultural cities of America, the University of Memphis takes great pride in its deep connection to the city of Memphis and the greater Mid-South. The University reflects the richness of our local communities and firmly believes in the value of inclusion, whether in terms of race, class, sexuality, faith, or gender. With roots deep in the Delta, Memphis offers fertile ground for exploring the rich legacies of the region. As the largest city in the Mid-South, Memphis also provides a dynamic economic environment that allows access to some of the world's most successful companies.

Employees of the University of Memphis have access to a unique set of benefits that extend well beyond competitive salaries. The University provides affordable access to health care with several options for dental, vision, and disability coverage, and offers excellent life insurance plans and robust retirement contributions (up to 9% of salary). Employees also receive a substantial annual leave package that includes several administrative holidays and up to 24 days of paid leave each year. Working for the UofM means joining a family-friendly institution committed to supporting its employees with unique opportunities such as maternity and paternity leave in addition to on-campus childcare and access to lactation suites. We are proud to offer employees priority access to our award-winning Campus Elementary School and newly established University Middle School. Employees also enjoy access to professional development opportunities such as tuition discounts for themselves and their families. Affordable access to a high-quality education allows employees to pursue their educational interests while enhancing their professional skills and trajectory.