



ST. FRANCIS COLLEGE

Director of Advancement Communications

About St. Francis College:

We are committed to diversity, equity, and inclusion and serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City's low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College's student body is 28% Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at <https://www.sfc.edu/>.

Job Summary: Reporting to St. Francis College's ("SFC") Executive Director of Marketing and Communications in the Office of Marketing and Communications, the Director of Advancement Communications plays a key role in supporting the fundraising efforts for the College. The successful candidate will work closely with the Office of Advancement ("Advancement") to design and implement a comprehensive marketing and communications plan and strategy for Advancement that enhances donor relationships and builds a culture of philanthropy in the College.

Schedule: Full-time, with some nights and weekend availability required

Core Duties and Responsibilities:

- Creates donor-centered marketing and communications plan that highlights the key institutional messages, mission and values, points of pride and impact of donor giving.
- Leads writing of donor and alumni profiles, donor proposal templates and donor impact reports, press releases, feature stories, etc. that engage and convert.
- Drives marketing for major Advancement events including, but not limited to, Charter Award Dinner, Dugan Memorial Golf Tournament, and President's Club Dinner, and donor stewardship events for principal gift donors.
- Collaborates with Assistant Vice President for Advancement and Creative Director to plan, design and deliver a portfolio of major print and digital collateral, including but not limited to, Terrier Magazine, a planned giving magazine, social media and brochures
- Oversees design, functionality and updating of Advancement webpages, mass email, and social media platforms. Provide vision, leadership, and strategy necessary to catalyze sustainable growth across these mass-market fundraising channels.

- With guidance from Assistant Vice President of Advancement, coordinates organizational narrative development process, including finalization and approval of messaging, talking points, case statement, etc.
- Along with Assistant Vice President for Advancement, extends partnership, guidance and coaching to Advancement staff on Advancement communications-related initiatives
- Collaborates with Office of Advancement to facilitate relationships with freelance and/or contractual writers, designers and photographers.
- Gathers and analyzes data to measure performance and effectiveness of marketing and communications strategies.
- Strong commitment to continued professional development and growth.
- Perform all other duties as assigned and participates in special projects as assigned.

Website Management Duties and Responsibilities:

- Oversees all aspects of the Office of Advancement website properties and serves as lead project manager on all site redesigns, refreshes, rebuilds, and other technology solutions, working effectively with internal and external partners to complete projects on time.
- Publishes content, builds webpages, creates webforms and installs plugins.
- Performs all other related duties as assigned.

Email Management Duties and Responsibilities:

- Build, send and measure email communications for the Office of Advancement.
- Continually test variables and provide guidance to teams on strategy, content, layout and approaches to improve results.
- Design and implement automated email/mobile campaigns, while continually monitoring and adjusting strategies to improve results.
- Perform all other related duties as assigned.

Qualifications:

- Bachelor's degree in a related field.
- A minimum of 5 years of progressive experience in communications, marketing, branding, public relations or a related field with a focus on alumni and donor audiences.
- Demonstrated competencies and progressive success in some combination of fundraising writing, proposal and grant writing, annual giving and major gift fundraising copy writing, case materials development, and publications production.
- Excellent organizational, interpersonal, collaboration, relationship-building, negotiation, and oral and written communication skills.
- Professional experience with digital platforms.
- Experience with social media channels, email systems, and platforms such as Online Express, Raiser's Edge, Constant Contact, Salesforce, Google Analytics, Adobe products, HTML, CSS, and CMS platforms.
- Ability to work effectively in a fast-paced, highly collaborative, team-oriented environment and relate effectively with customers and colleagues at all levels.
- Ability to anticipate consequences of actions, potential problems, and opportunities for change.
- Proactive approach to the work.

- Ability to work independently, prioritize workload, deliver high quality results, and meet deadlines while managing multiple competing demands.
- Meticulous attention to detail.
- Experience identifying and reaching target audiences and engaging with prospective donors.
- Strong understanding of the role of customer service in marketing efforts.
- Ability to work some nights and weekends as may be requested is required.
- Communication skills and cross-cultural abilities to maximize effectiveness with diverse groups of students, colleagues and community members.
- Commitment to diversity, equity, and inclusion in the workplace, and efforts to embed it into the St. Francis College culture.
- Ability to interact collaboratively and professionally with diverse groups and constituencies throughout the College.
- Strong commitment to the College's mission and to its students, faculty and staff.
- Ability to relate to the many different constituent groups and a commitment to campus diversity, equity and inclusion.
- Culturally sensitive with an understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.

Preferred Qualifications:

- Prior experience in supporting fundraising, alumni and/or donor engagement at a higher education institution.

St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.

Interested applicants can apply by clicking [here](#).