

THE COLLEGE FOUNDATION

OF THE UNIVERSITY OF VIRGINIA

POSITION DESCRIPTION:

Position Job Title:	Digital Communications Director
Department/Team:	Marketing & Communications
Reports To:	Creative Director
Supervisor To:	Not applicable
FLSA Designation:	Exempt
Date Created:	11/22/2024

POSITION OBJECTIVE:

The primary objective of the Digital Communications Director is to support the College Foundation's mission by promoting its fundraising initiatives, increasing engagement among key audiences, and stewarding donors through multimedia marketing campaigns and communications. The incumbent will report to the Creative Director and will work closely with College Foundation staff as well as external partners and outside vendors to develop high-quality, engaging, and informative content that drive fundraising results for the College Foundation and the College & Graduate School of Arts & Sciences at UVA.

JOB SUMMARY:

The Digital Communications Director is responsible for developing, managing, and delivering compelling communications and high-quality content for marketing campaigns, fundraising solicitations, annual giving appeals, board meetings, events, stewardship, and engagement communications for the College Foundation, while ensuring consistency of brand and visual identity across a range of multimedia channels. The Digital Communications Director serves as a de facto project manager to meet deadlines and take initiative to obtain necessary resources, assistance and approvals.

As the incumbent will perform a wide range of marketing & communications tasks as needed, it is important that they possess the following core competencies: effective communication and interpersonal skills, proactive problem solving and strategic thinking skills, ability to collaborate and build cross team relationships, ability to manage multiple projects to execution and drive results, accountability and a commitment to continuous improvement.

KEY DUTIES AND RESPONSIBILITIES:

Manages annual giving appeals and other solicitations:

- Manages annual giving appeals through collaboration with external marketing vendor, including project management, proofing copy and segments, coordinating recipient lists
- Leads the annual giving day campaign for Arts & Sciences adhering to a defined strategy, including managing marketing and communications for multi-channelled mass appeals and monitoring campaign progress through an online giving platform
- Collaborates with internal partners to develop, produce, and deploy targeted solicitations across multiple marketing channels to support (non-annual giving) fundraising initiatives
- Collaborates with internal teams on stewardship communications to ensure donors are appropriately stewarded for all mass appeal donations
- Works with internal teams to produce and deliver mass pledge reminder emails to donors with past-due gift pledges
- Collaborates with UVA Advancement community to ensure appeals are aligned and following best practices with regards to pan-University marketing campaign schedules
- Regularly reports on fundraising results from appeals and targeted metrics from engagement communications

Produces and manages content for engagement communications:

- Manages the College Foundation's social media presence utilizing social media management application, writes posts, collaborates to create content, while maintaining data-driven focus for engagement and growth
- Acts as project manager and collaborates with cross-functional teams to develop, produce, and deploy a monthly Digital Digest; ensuring it follows the established communication strategy and production processes
- Develops and produces other communications to support and promote (non-solicitation) engagement initiatives in collaboration with gift officers, stewardship, events, and board services teams
- Works with the Creative Director to manage and maintain the College Foundation's website and other web properties, effectively collaborates with external web development team or vendor to implement enhancements and seamless updates for optimal user experience
- Seeks quotes and negotiate fees for services from a variety of vendors, coordinates project delivery, and manages timeline for on-time delivery

- Works with Creative Director to maintain brand and visual identity adhering to UVA and College Foundation's style guidelines ensuring consistency across the range multimedia marketing and communications
- Provides content, PowerPoint presentations, and other communications support for semi-annual board meetings, stewardship, engagement, and other related events
- Regularly reports on digital engagement and communications activity and metrics

REQUIRED QUALIFICATIONS:

- A Bachelor's degree in communications, journalism, marketing or a closely related field required
- Five years of relevant work experience in marketing, communications, digital media, journalism, or another related field required
- Must be able to submit a portfolio showcasing experience creating engaging content and managing projects for marketing campaigns and multimedia communications
- Excellent written communication skills with ability to maintain a consistent brand voice and style, and ability to adapt messaging to different audiences
- Demonstrated experience in creating content, scheduling, monitoring, and maintaining social media across all channels
- Experience managing and editing websites in content management systems (CMS)
- Experience with marketing automation tools for customer segmentation, targeting, managing data sets, and dynamic content (Salesforce Marketing Cloud a plus)
- Proficiency in Microsoft 365, Microsoft Office applications, Canva for graphics (Adobe Creative Suite a plus), and Acrobat Pro
- Excellent interpersonal skills, and an ability to engage and interact with diverse audiences while promoting and valuing inclusivity of different experiences, cultures, backgrounds, and perspectives

PREFERRED QUALIFICATIONS:

- Understanding of HTML/CSS, web analytics and search engine optimization (SEO)
- Experience working with industry standard design software (Adobe Creative Suite)
- Experience using artificial intelligence and/or willingness to improve work process and output using AI is preferred
- Experience in a higher education fundraising environment is desirable

WORKING CONDITIONS:

- Minimal evening and weekend work is required

- This position is eligible for a hybrid work arrangement that includes a partially remote work location
- College Foundation employees are generally required to reside within a reasonable commuting distance of Charlottesville

COMPENSATION:

- The anticipated Hiring Range is \$70,000 - \$80,000
- Starting salary will be determined based on relevant professional experience and track record
- This position is eligible to participate in the College Foundation Bonus Plan
- Generous and comprehensive medical benefits, with no-cost and low-cost options
- Employer retirement plan contributions of up to 11% of salary
- Unlimited paid leave, in accordance with the College Foundation's Leave Policy

TO APPLY:

To apply, please submit a cover letter, resume, and portfolio to Misty Cauble, Associate Director of Office & Human Resources Administration, at misty.cauble@virginia.edu. Review of applications will begin immediately. In-person interviews anticipated in January 2025. The position will remain open until filled.

The College Foundation is an Equal Opportunity Employer. Women, minorities, veterans, and persons with disabilities are encouraged to apply.