

**Warren Wilson College**  
Position Description

**POSITION TITLE:** Advancement Communications Director

**DEPARTMENT:** Communications/Advancement

**REPORTS TO:** Vice President for Advancement

**FLSA STATUS:** Exempt

**POSITION SUMMARY:**

The Advancement Communications Director is responsible for strategic communications that involve writing and project management skills for fundraising and relationship building. He or she will target development and alumni relations communications activities. The Director is responsible for some print design, web design and the associated content. The Advancement Communications Director will also develop and pursue strategies that will meet unrestricted and restricted Warren Wilson College (Annual) Fund dollar and participation goals.

**SPECIFIC RESPONSIBILITIES:**

- Assists the Directors of Community Relations, Alumni Relations and Church and Interfaith Relations in the preparation of communications to alumni, friends and parent constituencies, including brochures, letters, invitations, programs and web articles. Assures that these pieces meet school-wide standards set for publication.
- Develops and produces copy material needed to support the Director of Community Relations, Alumni Relations and Church and Interfaith Relations and other staff members as necessary, specifically related to Annual Fund and WWC Circle programs.
- Edits compelling fundraising materials for Vice President for Advancement, Development Directors, and other staff to ensure consistent, effective messaging.
- Writes copy, including donor and alumni profiles, for webpage, e-newsletter, and the *Owl & Spade*.
- Focuses on messaging and strategic communications to alumni, friends, parents, and prospective and existing donors, creating copy for new and vibrant communications initiatives to drive the College's next comprehensive campaign.
- Assists the Vice President for Advancement in the preparation of special publications and/or web presentations related to the comprehensive campaign. Assures that these pieces meet school-wide standards set for publication.
- Prepares materials needed for various speaking engagements, including those of the President of the College.
- Oversees the work of freelance writers or designers as needed to internal clients' expectations and project deadlines.
- Creates strategic annual and long-term plans for the procurement of annual gifts to the College, priority given to the Warren Wilson College Fund (WWCF), with a focus on increasing dollars, donors and participation.

- Organizes and implements all plans for the successful attainment of annual giving goals on a fiscal year basis, including the development, production and distribution of all print and electronic marketing materials to meet specified annual goals.
- Develops the master calendar for advancement communications, including the WWCF, special giving projects, affinity groups and giving societies.
- Coordinating with the Director of Community Relations, manages the solicitation of Warren Wilson College Circle leadership giving prospects and donors and develops all related print and electronic program materials.
- Coordinating with the Director of Alumni Relations, Director of Community Relations and the Directors of Development, assists in planning, organizing and implementing strategies for all reunion giving from alumni celebrating milestone reunions (25th, 50th, and other appropriate classes) and develops the appropriate print and electronic program materials.
- Produces annual giving reports as needed and requested by the Vice President of Advancement.
- Participates in the community activities of Warren Wilson College.

**WORKING CONDITIONS:**

Office environment

**QUALIFICATIONS:**

- Bachelor's degree, master's preferred.
- Minimum of five years of experience in communications, advertising, journalism, or marketing, including writing duties. At least five years of work experience in development or related fields.
- Demonstrated ability to write compelling, strategically aligned copy and to write quickly and effectively under pressure.
- Ability to constructively evaluate and direct design and/or writing projects of others.
- Proficient with electronic media and computers systems and a variety of software programs. Extensive working knowledge of the Internet and related e-communications.
- Experience writing for a variety of media, including print, web, video, and live presentations, as well as demonstrated ability to effectively repurpose content from one medium to another.
- Excellent interpersonal skills, with the ability to work collaboratively and to establish and maintain relationships at all organizational levels.
- Demonstrated project management skills.
- Ability to use a database and work with data. Raiser's Edge experience preferred.
- Excellent computer skills, notably Microsoft Office (Word, Excel, Publisher, PowerPoint).
- Ability to multi-task and meet critical deadlines.
- Personable and relates well to others.
- Ability to work as a team member and motivate staff, volunteers and students.

The position descriptions are not all-inclusive, as other tasks or responsibilities may be assigned.

Advancement Communications Director, 7/2011