

Warren Wilson College
Position Description

POSITION TITLE: Director of Communications and Funds

DEPARTMENT: Communications/Advancement

REPORTS TO: Vice President for Advancement

POSITION SUMMARY:

The Director of Communications and Funds is responsible for strategic communications that involve writing and project management skills. 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 Director of Communications and Funds will oversee and work in collaboration with the Director of Donor Relations to develop and pursue strategies that will meet unrestricted and restricted Warren Wilson College (Annual) Fund dollar and participation goals. These goals will be set for all constituencies at the beginning of each fiscal year and will be achieved through the implementation of telemarketing, direct mail, web, email, social media and personal solicitations.

SPECIFIC RESPONSIBILITIES:

- Assists the Director of Community Relations, Director of Alumni, Directors of Development, Director of Church and Interfaith Relations and the Grant Writer/Researcher 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 annual giving gift/pledge reminders, acknowledgements, and other annual fund stewardship pieces.
- Produces copy material needed to support the Director of Community Relations, Director of Alumni, Directors of Development, Director of Church and Interfaith Relations and the Grant Writer/Researcher.
- Edits compelling fundraising materials for the Vice President for Advancement, Director of Community Relations, Director of Alumni, Directors of Development, Director of Church and Interfaith Relations and the Grant Writer/Researcher 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 communication 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, planned giving, senior class gift and reunion giving appeals. 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 meet internal clients' expectations and project deadlines.
- Manages the coordination of solicitation of identified prospects of the leadership giving society—Warren Wilson College Circle (WWCC)—with special emphasis on those contributing at the \$1,000 level or higher—coordinating with the Director of Community Relations.
- Supervises and works in collaboration with the Director of Donor Relations to create 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 growing dollars and participation.
- Supervises and works in collaboration with the Director of Donor Relations to organize and implement all plans for the successful attainment of the WWCF and 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, tracking all expenses related to each effort.
- Supervises and works in collaboration with the Director of Donor Relations to develop the master solicitation calendar for the WWCF, giving projects, affinity groups, and giving societies coordinating with the master advancement communications.
- Supervises and works in collaboration with the Director of Donor Relations to manage telephone outreach in recruiting callers, training, and strategies.
- Supervises and works in collaboration with the Director of Donor Relations to develop and coordinate campus community annual giving programs, including faculty and staff giving and a student class gift program.
- Supervises and works in collaboration with the Director of Donor Relations to train, cultivate and manage WWCF fundraising volunteers, including leadership chairs, constituency chairs, class agents, certain reunion giving chairs, parents, WWCF committee, student ambassadors, and other College boards, affinity groups, and focus areas.
- Supervises and works in collaboration with the Director of Donor Relations to coordinate and implement the corporate matching gift program.
- Supervises and works in collaboration with the Director of Donor Relations to produce annual giving reports as needed and requested by the Vice President of Advancement.
- Supervises and works in collaboration with the Director of Donor Relations in planning, organizing and implementing strategies for all reunion giving by alumni celebrating milestone reunions (25th, 50th, and other appropriate classes) including the identification, recruitment and training of volunteer solicitors, as appropriate—coordinating efforts with the Director of Alumni Relations, Director of Community Relations, and the Directors of Development.
- 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.