



## ALUMNI & FOUNDATION

### Position Description

**POSITION TITLE:**           **Communications Coordinator**

**REPORTS TO:**               **Director of Advancement Operations**

#### **POSITION SUMMARY**

Working closely with the University's Office of Marketing and Communications (OCM), the marketing and communication coordinator will update content and manage the BSU Alumni & Foundation website, coordinate social media updates, assist in the overall development; which includes content creation, graphic design, and project management of print, electronic and video marketing pieces, and assist in the promotion of events, including taking photos and posting post-event social media posts. The individual in this position must be proficient in social media tools and have the ability to learn the web content management system used by BSUAF. This person must be familiar with both print and electronic communication tools and be able to manage multiple projects simultaneously.

#### **ESSENTIAL FUNCTIONS**

1. Working with the directors of annual giving, alumni relations, and development will manage and coordinate a comprehensive communications calendar.
2. Coordinate and update content on the BSUAF website including the event calendar, alumni/donor profiles, on-line giving forms, and post-event photos.
3. Coordinate and update content on all BSUAF social media sites including Facebook, Twitter, Instagram.
4. Coordinate promotional materials for all BSUAF events and activities, working with event coordinators and BSU Office of Marketing and Communications on the design of printed pieces. Including writing content and some graphic design elements.
5. Work with the BSU Office of Communications and Marketing in content development for the University's magazine.
6. Responsible for developing content, design and delivery of bi-monthly e-newsletter.
7. Working with the directors of annual giving, this position will develop online and other electronic giving options and strategies.
8. Responsible for writing donor stories for electronic and print publication, for donor recognition and cultivation events,
9. Work with the university's Office of Marketing and Communications on broad messaging to provide and manage communication materials for BSUAF. Including writing and copy editing for outlets to include: websites, social media, brochures, events materials (invitations and programs), and news announcements.

10. Work with the development staff and the Director of Development to conceptualize, plan, edit and coordinate major gift, planned gift and leadership-level gift proposals, annual giving solicitations and special correspondence.

## **REQUIREMENTS**

1. Education: Bachelor's Degree  
Experience: A minimum of two (2) years' experience in areas such as marketing, communications, public relations or related field
2. Proficiency in developing and posting web content and design.
3. Proficiency in using social media tools (e.g., Twitter, Facebook, Instagram, LinkedIn).
4. Experience in graphic design, preferably Adobe InDesign and Photoshop.
5. Experience in developing and implementing communications and marketing plans.
6. Photography and/or videography skills.
7. Strong oral and written communication skills with strong creativity.
8. Understand the marketing and communication strategies to support an effective development process within the BSU Office of Advancement.
9. Willingness to engage in professional development on an annual basis through continuing education, conferences, professional memberships, webinars and other communications to keep up to date on changes in policies and trends in the communications and marketing profession.
10. Experience with donor-related communications is preferred.