



Job Descriptions

Assistant Director of Electronic Communications

Job Description:

- The Assistant Director for Electronic Communications reports to the Director of Alumni Communications.
- As a member of the Advancement Communications and Marketing team, the Assistant Director will be responsible for the oversight of the editorial content and design for University Advancement websites (including, but not limited to, alumni relations, development, and capital campaign, the alumni online community, and all electronic marketing campaigns, ensuring that all electronic communications generated by the units in University Advancement are in compliance with University Advancement's editorial guidelines and visual identity standards.
- The Assistant Director oversees online services provided to alumni (e.g., online directory, email forwarding, online event registration) and manages relationships with third-party vendor(s) and in-house IT partners to deliver these services.
- The Assistant Director supervises one full-time position to assist with the implementation of Internet marketing communications plans and staffing the alumni online community.
- The Assistant Director also writes short copy for the Web and electronic communications and collaborates closely with others in the department, particularly the Assistant Director for Publications to ensure that marketing campaigns that cross print and electronic communications are seamless.
- The Assistant Director also collaborates with the Directors for Alumni Communications and for Advancement Communications in devising marketing strategies to promote activity on the online community and develop effective e-marketing campaigns to promote annual giving and event participation.
- The Assistant Director is responsible for troubleshooting problems that arise at the interface of technologies hosted internally and externally to the University, including properly identifying the source of the problem and working effectively with the appropriate parties to resolve them.

Requirements:

- Bachelor's degree and a minimum of 3 to 5 years experience in using the Internet for marketing communications.
- Exemplary interpersonal skills are a must, with a proven capability to work effectively with internal and external constituents using a range of technical skills.
- Experience working with end users, content developers, and technical staff and with page design, site architecture, and large site maintenance is required.
- Must have extensive experience with HTML coding, knowledge of image editing and design applications such as Quark, Photoshop, Freehand, etc, and expert computer skills in PC and Mac environments.
- Strong verbal and written communications skills, particularly in translating technical information to a lay audience, proven ability to work independently as well as collaboratively on a team, strong writing, revising, editing and proofreading skills, and the ability to multitask, organize, and prioritize while maintaining high standards of accuracy and quality under deadline pressure and with a high level of professionalism.



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- Must be willing to work extra hours during peak periods, including occasional evenings and weekends.