



**JOB INFORMATION**

Job Code	OA52
Job Description Title	Asst Dir, Digital Marketing
Pay Grade	UA08
Range Minimum	\$61,270
33rd %	\$77,610
Range Midpoint	\$85,780
67th %	\$93,950
Range Maximum	\$110,290
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	7/10/2020

**JOB FAMILY AND FUNCTION**

Job Family:	University Advancement
Job Function:	Engagement, Annual Giving, & Campaign

**JOB SUMMARY**

Reporting to the Digital Marketing Director, the Assistant Director of Digital Marketing creates communications, marketing, and promotional material delivered through various mediums at the University level. Provides strategic direction, oversight, and best practices for annual giving efforts. Provides guidance to team members to create annual giving appeals, support crowd-funding efforts, and focus on advertising for the Office of Development.

**RESPONSIBILITIES**

- Supervises the efforts of the call center coordinator, affinity coordinator, and the annual giving coordinator by creating goals, new plans, and project proposals to ensure that goals are met in a timely manner.
- Develops marketing plans focusing on annual giving to promote the vision, mission, goals and achievements of the University. Evaluates effectiveness of communications, public relations, and/or marketing programs.
- Coordinates marketing and communication calendars, production schedules and deadlines, including coordination of work carried out by external vendors. Coordinates the production of materials to include content/style editing, designing, printing, photography, and/or copy writing.
- Prepares press releases and participates in public relations activities for the University, specific to annual giving and fundraising. Prepares and coordinates advertising, media-buying, and prospect-based marketing plans.
- Researches and composes content for dissemination through a variety of mediums, such as internal or external publications, brochures, posters, newsletters, websites, presentations, development/fundraising materials, press packages, or broadcast media.
- Contributes to regular brainstorming on innovative, unique communications, and engagement opportunities.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

**SUPERVISORY RESPONSIBILITIES**

Supervisory Responsibility	May supervise employees but supervision is not the main focus of the job.
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**MINIMUM QUALIFICATIONS**

**To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum**

requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

### MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience
Bachelor's Degree	Degree in Communications, Marketing, Business, or related field.	and	6 years of	Experience in donor marketing and advertising with progressively increasing levels of responsibility and accountability. Requires 1 year of experience supervising full time employees. Experience in building rapport and establishing cooperative working relationship with donors, colleagues, and external partners.

### MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to learn and use enterprise software and systems.
Knowledge of fundraising, specifically annual giving, marketing and advertising concepts, principles, procedures and techniques.
Attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines is required.
Working knowledge in these areas: Windows, Microsoft Office Suite - Outlook, Word, Excel, PowerPoint; internet browsers; Adobe products; Dropbox/Google Docs/Box.

### MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired
None Required.			

### PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other
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### PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing				X		
Walking				X		
Sitting					X	
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions			X			
Eye/Hand/Foot Coordination			X			

## WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

### **Vision Requirements:**

Ability to see information in print and/or electronically.