

Advancement Communications Assistant Director
Northern Arizona University

Direct Link: <https://www.AcademicKeys.com/r?job=243696>

Downloaded On: Aug. 31, 2024 10:17pm

Posted Aug. 26, 2024, set to expire Dec. 21, 2024

Job Title	Advancement Communications Assistant Director
Department	Advancement I Foundation Communications
Institution	Northern Arizona University Flagstaff, Arizona
Date Posted	Aug. 26, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing Development/Institutional Advancement Alumni Relations
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Job Description

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Advancement Communications Assistant Director

Location: VP Advancement

Regular/Temporary: Regular

Job ID: 608039

Full/Part Time: Full-Time

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Workplace Culture

NAU aims to be the nation's preeminent engine of opportunity, vehicle of economic mobility, and driver of social impact by delivering equitable postsecondary value in Arizona and beyond.

Special Information

This position is eligible for on-site, hybrid, or remote work.

- On-site work requires the incumbent to complete their work primarily at an NAU site, campus, or facility with or without accommodation. Opportunities for remote work are rare.
- Hybrid work allows the incumbent to complete their work at both an NAU site, campus, or facility *and* at a non-centralized site with or without accommodation.
- Remote work allows the incumbent to complete their work at a location other than an NAU site, campus, or facility with or without accommodation. The incumbent may occasionally work in a shared site, but primarily will work elsewhere.

Job Description

The demand for relevant and timely communications and the dependency on Advancement | Foundation Communications to serve as a lead revenue-generator and brand ambassador for NAU is more critical than ever before. The Advancement Communications Assistant Director will help lead the development and execution of alumni and donor integrated, strategic, audience-centric, complementary, and coordinated (ISACC) communications.

This position leads multi-channel Alumni Engagement campaigns including the publication of the biannual *Pine* alumni magazine. The division's engagement, acquisition, retention, and fundraising goals are highly dependent upon personalized, engaging, and relevant content that this position is responsible to generate. NAU is in the quiet phase of its Comprehensive Campaign and this position leads and manages the development and strategy for multi-channel Comprehensive Campaign communications. This position oversees fundraising campaign communication industry trends and best practices to inform strategic fundraising and engagement communications. Through regular communication and partnership, this position ensures a sustainable and growing fundraising pipeline for the NAU Foundation while fostering enhanced engagement among the Lumberjack community.

This position reports directly to the Director of Communications within Advancement | Foundation.

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Strategy and Content Development - 60%

- Write and edit ISACC communications that support the division's efforts to increase and amplify alumni engagement, develop a culture of philanthropy, inspire prospective and current alumni donors, and deepen the relationship between alumni and donors to NAU.
- Serve as the lead strategist and manager for Alumni Engagement multi-channel communications, including developing project schedules, content, audience segmentation, deliverables, timing, distribution, analysis, and reporting.
- Lead and manage the development and strategy for multi-channel Comprehensive Campaign communications, including developing project schedules, content, audience segmentation, timing, distribution, analysis, and reporting.
- Lead and manage the development of the digital communications deliverables for Comprehensive Campaign communications, including content, audience segmentation, distribution, analysis, and reporting.
- Write donor cultivation, solicitation, and stewardship communications, such as proposals, gift announcements, impact reports, Comprehensive Campaign materials.
- Manage and coordinate college/unit communication plans, campaign communications, content reviews, data requests, etc

Project Management - 20%

- Project manage Alumni Engagement Communications multi-channel campaigns including leading the outside contract and budget for the bi-annual publication of *Pine* alumni magazine.
- Facilitate division project kick-offs and manage project timelines.
- Maximize MS Teams and OneNote for project transparency and organization.

Reporting and Analysis - 15%

- Continually conduct high-level analysis, compile information, test, track, and report on individual campaign performance to drive data-driven decisions.
- Compile information and share results with leadership and division partners.
- Analyze metrics and campaigns to ensure communications are in line with and help advance Advancement Communications goals and metrics.

Other - 5%

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- Identify opportunities for change and improvement, identify strengths and weaknesses of alternative solutions, and recommend creative approaches.
- Create a positive team environment as a leading member of the Advancement Communications team.
- Other duties as assigned.

Minimum Qualifications

- Bachelor's degree in relevant field; and
- 2-4 years of project management experience; and
- 3-5 years of relevant experience; or
- Any combination of relevant education and experience may be substituted for the educational requirement on a year-for-year basis.

Preferred Qualifications

- Master's degree in relevant field.
- 5-7 years of experience writing and copy editing for various audiences utilizing a multi-channel approach. Experience in higher education or non-profit setting.
- Demonstrates current knowledge of non-profit, higher education, alumni engagement communications, and fundraising trends, norms, best practices, and innovation.
- Experience driving ROI through multi-channel communications content.

Knowledge, Skills, & Abilities

- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Teams, OneNote) Anthology, and ThankView
- Skilled, versatile writer and editor, and thorough understanding of donor- and alumni-centric language, tone, grammar-utilizing NAU's writing style and standards.
- Proven ability to write, edit, and publish high-level communications, including storytelling.
- Ability to ISACC communications on all platforms and channels.
- Ability to multi-task with accuracy, strong attention to detail, and adherence to deadlines.
- Familiarity with higher education fundraising, including comprehensive campaign communications.
- Ability to take initiative and think creatively.
- Demonstrated ability to work in a dynamic, fast-paced, and collaborative environment.

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- Effectively manage relationships with campus partners, stakeholders, and peers.
- Exceptional interpersonal skills and flexibility to respond quickly and appropriately to institutional needs.
- Promotes diversity and an inclusive environment.
- Demonstrated skills and abilities in writing, public speaking, and interpreting concepts/ideas into written form for selected audiences.
- Proven ability to engage, motivate, and work with constituents to meet goals.
- Understanding of and appreciation for Northern Arizona University, its cultural and geographic specificity, and its commitment to student success.

Background Information

This position has been identified as a safety/security sensitive position. Therefore, per AZ Revised Statute, Northern Arizona University requires satisfactory results for the following: a criminal background investigation, employment history investigation, degree verification (in some cases) and fingerprinting. If you are applying for a job that requires a CDL, you will be required to register with the Federal Motor Carrier Safety Administration Drug & Alcohol Clearinghouse and adhere to the clearinghouse requirements. Additionally, as an employer in the state of Arizona, NAU is required to participate in the federal E-Verify program that assists employers with verifying new employees' right to work in the United States. Finally, each year Northern Arizona University releases an [Annual Security Report](#). The report is a result of a federal law known as the Clery Act. The report includes Clery reportable crime statistics for the three most recent completed calendar years and discloses procedures, practices and programs NAU uses to keep students and employees safe including how to report crimes or other emergencies occurring on campus. In addition, the [Fire Safety Report](#) is combined with the Annual Security Report for the NAU Flagstaff Mountain Campus as this campus has on-campus student housing. This report discloses fire safety policies and procedures related to on-campus student housing and statistics for fires that occurred in those facilities. If you would like a free paper copy of the report, please contact the NAUPD Records Department at (928) 523-8884 or by visiting the department at 525 E. Pine Knoll Drive in Flagstaff.

Salary

Salary range begins at \$80,000. Annual salary commensurate with candidate's qualifications and related experience.

FLSA Status

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This position is exempt from the overtime provisions of the Fair Labor Standards Act (FLSA) and therefore will not earn overtime or compensatory time for additional time worked.

Benefits

This is a Service Professional (SPF) position. NAU offers an excellent benefit package including generous health, dental and vision insurance; participation in the Arizona State Retirement System or the Optional Retirement Program; 22 days of vacation and 10 holidays per year; and tuition reduction for employees and qualified dependents. More information on benefits at NAU is available on the [Human Resources benefits website](#). NAU is a tobacco and smoke-free campus. Service Professionals are hired on a contract basis, renewable each 6 months according to [terms of the Conditions of Professional Service](#). Employees offered a position will be eligible for state health plans (including NAU's BCBS Plan). New employees are [eligible for benefits](#) on the first day of the pay period following their enrollment, after their employment date. Employees will have 31 days from their start date to enroll in benefits. If a new employee chooses the ASRS retirement option, participation in the Arizona State Retirement System, and the long-term disability coverage that accompanies it, will begin on the first of the pay period following 6 months after the new employee's start date. New employees who choose to participate in the Optional Retirement Plan (ORP), which is an alternative to the ASRS plan for faculty and other appointed staff, will begin to participate on the first day of the pay period following election. Additionally, the long-term disability plan that accompanies the ORP will begin on the first day of the pay period following election.

Learning and Development

Your career at Northern Arizona University includes the opportunity for professional development. [New employee on-boarding training](#) includes courses to be completed within the first 30 days.

Immigration Suppt/Sponsorship

NAU will not provide any U.S. immigration support or sponsorship for this position.

Application Deadline

September 23, 2024 at 11:59 p.m.

How to Apply

To apply for this position, please click on the "Apply" button on this page. You must submit your



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application by clicking on the "Submit" button by midnight of the application deadline. If you need assistance completing your application there are instructions available on the [Human Resources website](#) or in person in the Human Resources Department located in Building 91 on the NAU Campus - on the corner of Beaver and DuPont Streets.

If you are an individual with a disability and need reasonable accommodation to participate in the hiring process, please contact the Disability Resources Office at 928-523-8773, DR@nau.edu, or PO Box 5633, Flagstaff AZ 86011.

Equal Employment Opportunity

Northern Arizona University is a committed Equal Opportunity/Affirmative Action Institution. Women, minorities, veterans and individuals with disabilities are encouraged to apply. NAU is responsive to the needs of dual career couples.

[Know Your Rights Poster](#)

NAU is an Employer of National Service. AmeriCorps, Peace Corps, and other National Service alumni are encouraged to apply.

To apply, visit

https://hr.peoplesoft.nau.edu/psp/ph92prta/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCHJOB.GBL

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Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

Director

Northern Arizona University

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