



**Development Communications Specialist, Development Communications
Washington University Alumni and Development Programs
Job # 39739**

The Development Communications Specialist has significant responsibility for developing and managing marketing and digital communications for Washington University's annual giving efforts. This includes two primary areas of responsibility: a) researching, writing, designing, and scheduling print and electronic solicitation materials; b) collaborating closely with Annual Giving Programs as a member of the team to plan and implement a strategic annual campaign of mail and electronic publications. These activities will result in advancing Washington University's strategic plans to acquire and retain donors and raise tens of millions of dollars per year.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Develop marketing concepts, and researches and writes, materials for a high volume of solicitations and other efforts annually. Materials include solicitation letters, postcards, and broadcast E-mails to prospective and current donors. In collaboration with Annual Giving staff, other fundraising staff, and vendors, contribute significantly to a quality and aesthetic review to ensure solicitation materials across Alumni and Development meet Department and University quality standards, and are sent in a timely manner.
- Create, design and prepare electronic artwork for print and electronic reproduction.
- Manage schedules and approval process for multiple projects to meet strict deadlines.
- Coordinate production with printers, mailing houses, and other suppliers.
- Collaborate with the director of development communications to develop creative concepts for direct mail and electronic solicitations. Collaborate closely with Annual Giving Programs as a member of a team to plan and implement a strategic annual campaign of mail and electronic publications. Track statistics for broadcast E-mails such as open rates and click-throughs. Provide recommendations for new strategies to effectively market fundraising efforts.
- Other responsibilities as assigned by the director of development communications.

REQUIRED QUALIFICATIONS:

- Bachelor's degree plus 2 years related experience, or equivalent combination of education and experience.
- Thorough knowledge of Microsoft Word, Photoshop, InDesign, Illustrator, and broadcast E-mail.
- Ability to work independently to coordinate projects from inception to completion with exceptional accuracy and attention to detail.
- Experience in overseeing print production.
- Strong organizational skills.
- Exceptional listening and verbal skills and the ability to communicate effectively with a variety of colleagues.
- Enthusiasm, integrity, and a strong commitment to the goals of higher education. Desire and perspective to collaborate as a member of a creative team. Deadline driven.
- Exceptional creativity demonstrated by effective visual communications developed for higher education, not-for-profit, or similar audiences.
- Strong research and writing skills demonstrated in feature, brochure, marketing, and/or direct mail copy.

- Demonstrated ability to develop and implement production schedules for multiple projects, to manage competing priorities, and to meet demanding deadlines.
- Prefer candidate with basic working knowledge of HTML.

BENEFITS

- Retirement Savings Plan with Employer Match
- 22 vacation days
- 8 Paid Holidays
- Sick Time
- Tuition benefits for employee, spouse and dependent children
- Free Metro Link/ Bus pass
- Free Life Insurance
- Health, Dental, Vision
- Health Savings Accounts (HSA)
- Long Term Disability Insurance
- Flex Spending Plans
- Other Benefits

APPLICATION INFORMATION

Full position description at <https://jobs.wustl.edu/>. Job Opening ID: **39739**.

Or click **below**:

https://jobs.wustl.edu/psc/APPLHRMS/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCHJOB.GBL?Page=HRS_APP_JBPST&REL_ACTION=Yes&SiteId=1&HRS_JO_PST_TYPE=E&HRS_JOB_OPENING_ID=39739&HRS_JO_PST_SEQ=1

To see the full list of A&D openings, along with the detailed job descriptions, please go to <https://jobs.wustl.edu> for opportunities across the University. From there you can also easily filter for the A&D jobs by selecting “advanced search” and then location as “Alumni and Development Programs.”

To learn more about careers in Alumni & Development please visit http://alumni.wustl.edu/ContactUs/Career_Opportunities/

Washington University is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, sexual orientation, gender identity or expression, national origin, genetic information, disability, or protected veteran status