Position title: Director of Communication and Donor Relations  
Department: Office of Development and Alumni Relations  
Supervisor: Vice President for Development and Alumni Relations  
Classification: Administrative Management (exempt)

OVERVIEW:
The Director of Communication and Donor Relations is responsible for the development and implementation of a comprehensive communication and stewardship plan, including donor-related development events, for Muhlenberg’s Office of Development and Alumni Relations. The Director manages the Sr. Associate Director of Communication and Donor Relations and one Staff Associate.

DUTIES AND RESPONSIBILITIES:
• Work with staff and in-house and/or outside designers and vendors to research, write, design, and produce donor-oriented publications, including video presentations, PowerPoint presentations, newsletters, brochures, volunteer guides, case statements, and solicitation materials, etc.
• Manage a master communications calendar for the entire department and ensure consistency of messages across all materials distributed on behalf of the department.
• In coordination with the Director of The Muhlenberg Fund, assist in the planning and execution of marketing the College’s annual giving program to various constituencies.
• Oversee planning and execution of the annual scholarship luncheon, the Lifetime Giving Society dinner and the Honors Convocation reception, as well as donor reporting in these and other areas.
• Manage a stewardship matrix identifying appropriate, practical, and cost-effective stewardship procedures for gifts of all sizes and types. As a part of the matrix, oversee presidential and vice presidential acknowledgment processes and procedures.
• In coordination with the Director of Development and Alumni Relations Services, assist with all pledge and gift acknowledgement procedures to ensure that Muhlenberg’s donors receive timely, appropriate acknowledgment of their gifts and pledge payments, that appropriate reports are produced and sent to donors of endowed funds, and that Muhlenberg’s other stewardship protocols are faithfully implemented and periodically reviewed and updated.
• Assist in stewardship and support of Muhlenberg’s various donor recognition societies, including the Lifetime Giving Society, HMMS and The Circle of 1848, and develop and implement other donor recognition programs as needed.
• In coordination with the Director of Corporate, Foundation and Government Relations, oversee stewardship efforts and special events for corporate, foundation and government gifts.
• In coordination with the Director of Alumni Relations, assist with developing marketing plans for alumni outreach projects and special events such as Reunion/Homecoming, THAW, etc.
Oversee production of an accurate, complete, effective, and timely Philanthropy Report.

Direct, plan, and implement sophisticated development and stewardship events such as cultivation events for major prospects, groundbreakings and/or dedications of new facilities.

Ensure that signs and plaques across campus accurately reflect named spaces, and maintain an inventory of both available and secured naming opportunities across campus.

Oversee planning and implementation of messaging, marketing materials, reporting, kick-off events, regional events and victory celebrations when in a campaign.

Oversee the development portion of the website and email marketing initiatives. Assist appropriate staff in developing web pages, electronic communications, etc.

Oversee budgets for communication and donor relations.

Work closely and collegially with the Public Relations, Financial Aid, Provost’s and Treasurer’s Offices, as well as with other key stakeholders across the College.

Manage and supervise the activities of the Sr. Associate Director and Staff Associate for the department.

All other duties as assigned by the Vice President for Development and Alumni Relations.

QUALIFICATIONS:

- A baccalaureate degree, preferably in the liberal arts, as well as a belief in, commitment to, and the ability to articulate clearly the values of a liberal arts education.

- Extensive knowledge of marketing techniques and extensive experience in applying them to real-life situations, preferably in an educational setting.

- Significant relevant experience in event planning and staging.

- Excellent command of language, superior oral and written communications skills, ability to write swiftly and eloquently in a variety of genres, voices, and styles (correspondence, newsletters, brochures, case statements, etc.).

- Previous communications experience in a fund raising environment, preferably in higher education. Campaign communications experience a plus.

- Thorough knowledge of and facility with standard desktop software applications such as Microsoft Word, Excel, etc.

- A working knowledge of and experience in electronic media, including web research and basic HTML functions.

- A working knowledge of and experience in the development of print and video materials, as well as with design and photography.

- Ability to communicate effectively with a wide range of individuals in a challenging fundraising environment.

- Experience in negotiating for goods and services with graphic designers, printers, event planners, promotional marketers, caterers, software and hardware vendors, and related service providers.

- Commitment to customer service and sensitivity to public relations impact of all development activities.

- Ability to estimate the time and money implications of planned projects, and to deliver projects on schedule and on budget.

- Unwavering attention to deadlines and detail while managing several projects simultaneously.

- Ability to work collegially under pressure and to relate comfortably to alumni, parents, volunteers, faculty members, administrators and other staff.