

1. GENERAL POSITION INFORMATION	
Position Name	Advancement and Communications Coordinator
Classification	Exempt; Benefited
FTE	1.0; Full-time
Work Hours	37.5 per week, typically Monday through Friday
Department/Division	Advancement
Supervisor	Megan Nugent, AVP University Communications and Advancement

2. POSITION SUMMARY
Provide 3 to 5 descriptive statements to summarize the overall purpose of the position.
As the advancement and marketing coordinator this position will be responsible for strategizing internal communications and supporting the donor relations and alumni team with database analysis and increasing engagement and donor support. The position will partner daily with team members as well as stakeholders from other university departments to ensure work is coordinated, accurate and completed.

3. KEY RESPONSIBILITIES	
List key position responsibilities/duties by category and estimate the percentage of time spent on each responsibility. The total percentage of duties must equal 100%.	
Key Responsibilities/Duties	% of Duties
DATABASE MANAGEMENT <ul style="list-style-type: none"> • Perform outreach to alumni and friends both by email and phone for updates regarding contact information and communication preferences. • Facilitate processes to transition students to alumni within appropriate databases. • Create and run reports, input and analyze data in the advancement CRM database. • Based on database reports and analysis, create programming and outreach strategies in partnership with advancement team members. • Maintain and update the database and email list (internal and alumni). 	31%
EMAIL MARKETING <ul style="list-style-type: none"> • Create, test and deploy a variety of email campaigns. • Manage audience segmentation, email customization and campaign measurement in collaboration with advancement team members. • Maintain email content calendar for the advancement team and manage the creation of content in accordance with the schedule. • Manage and strategize all internal communication messaging including emails, social media and a variety of other communication tools. 	32%
COMMUNICATIONS <ul style="list-style-type: none"> • Manage and execute internal communications such as weekly newsletters. 	32%

<ul style="list-style-type: none"> • Autonomously respond to alumni inquiries by both by email and phone and document these interactions in a database. • Assist with letter writing and mailing for thank you's and outreach. • Create and execute alumni, donor relations and marketing events. • Manage and monitor Switchboard (alumni engagement tool) and autonomously respond to inquiries and issues. 	
<p>GENERAL Other duties as assigned to support the advancement division.</p>	5%

<p>4. UWS CORE VALUES AND ASSOCIATED COMPETENCIES The following Core Values are integral to working at UWS. All employees, regardless of their position within the university, are expected uphold the Core Values and demonstrate associated competencies.</p>	
<p>Best Practices</p>	<p>We maintain high standards by using and integrating evidence across multiple disciplines. To accomplish this, We:</p> <ul style="list-style-type: none"> • Seek out and use relevant data to inform our decision-making. • Incorporate peer-reviewed research and professional experiences into academic discourse and patient care. • Promote student learning through excellence in instruction and assessment.
<p>Curiosity</p>	<p>We are innovative, open minded, and forward thinking. To accomplish this, We:</p> <ul style="list-style-type: none"> • Approach our work with curiosity, inquisitiveness and willingness to think outside the box. • Value and consider new ideas and ask, "What if...?" • Remain open to change in order to advance and improve.
<p>Inclusiveness</p>	<p>We are respectful, mindful, and welcoming of different ways of being, thinking, and doing. To accomplish this, We:</p> <ul style="list-style-type: none"> • Actively listen to diverse perspectives and value different viewpoints and experiences. • Promote the equity of ideas, resources, power, and identity for all. • Gather information and input from diverse groups to develop a common vision, improve policies and practices, and advance institutional goals.
<p>Professionalism</p>	<p>We are responsible, respectful, and accountable. To accomplish this, We:</p> <ul style="list-style-type: none"> • Demonstrate civility in all our interactions, especially when there are disagreements or differing opinions. • Take ownership of our speech, conduct, demeanor, and deliverables. • Adhere to established policies, procedures, agreements, and deadlines. • Act as thoughtful stewards of the university and its resources.

Student-Focus	<p>We work for the common good of students' academic and professional success. To accomplish this, We:</p> <ul style="list-style-type: none"> • Incorporate student feedback to improve academics and university services. • When making university decisions, we ask: What effect will that have on students? • Seek to understand the students' experience through their eyes.
Whole-Person Health	<p>We promote physical, mental and emotional wellness in all facets of the UWS experience. To accomplish this, We:</p> <ul style="list-style-type: none"> • Intentionally cultivate environments that support work-life balance. • Consider personal and community wellness in decision-making. • Maintain rigorous academic standards while supporting the health and well-being of our students. • Include a range of health modalities in the classroom and clinic.

5. POSITION QUALIFICATIONS		
	Required	Preferred
Education & Training	<ul style="list-style-type: none"> • High school diploma or equivalent professional experience with communications or advancement outreach. 	<ul style="list-style-type: none"> • Bachelor's degree or equivalent professional experience with communications or advancement outreach.
Certifications & Licenses		
Experience	<ul style="list-style-type: none"> • Attention to detail in editing for grammar, AP style, brand, and accuracy. • Comfortable with a range of tools and technology. • 1-2 years' experience in email communications and database management. • Experience inputting and managing data lists and email campaigns within email marketing software such as Mailchimp. 	<ul style="list-style-type: none"> • Skilled in asset creation tools such as Canva and Adobe Creative Suite.
Related Knowledge, Skills, & Abilities	<ul style="list-style-type: none"> • You are organized. You excel at managing your own task list. • You're comfortable prioritizing and asking for help if you don't know what to tackle first. 	

	<ul style="list-style-type: none"> • You have strong communication skills. • Your teammates and manager can depend on you to provide feedback or share ideas in a positive and supportive manner. 	
Other Qualifications	<ul style="list-style-type: none"> • Excellent and concise written communication skills • Ability to work collaboratively • Strong attention to detail 	

APPLICATION, SCREENING AND HIRING PROCESS:

Screening of applicants will begin immediately, and the position will remain open until filled. Please submit a cover letter, a resume and the names and contact information of three professional references.

University of Western States conducts background checks for the finalist or finalists of staff and faculty positions. The type of background check will vary by position type.

University of Western States is an equal opportunity employer.

To apply, visit our website at: <https://www.uws.edu/about/employment/>. Click on the large orange button and follow the prompts.

You may attach your materials as Word or PDF documents.