

Communication Associate
Villanova University

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Job Title	Communication Associate
Department	
Institution	Villanova University Villanova, Pennsylvania
Date Posted	Jan. 12, 2018
Application Deadline	2/9/2018
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Communications/Public Relations
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Job Description

Communication Associate

Posting Number: 20181590S

Position Type: Staff

Recruitment Type: Internal/External Applicants

Work Schedule: FT/12 Month

Department: 654 - University Communications and Marketing - Advancement

Position Summary

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The Communication Associate provides support to the Assistant Director by developing and executing comprehensive, strategic communications in multiple formats to effectively promote University Advancement (UA) programs and tell the Villanova story. Assures consistency of messaging and that all materials properly align with and help advance the University's strategic priorities.

The Communication Associate serves as the lead writer and project manager for communication initiatives in support of UA programs. The Communication Associate serves as a resource and works collaboratively with UA senior leadership, department directors and staff by providing communication strategies and managing the production of marketing and solicitation materials, presentations, publications, event communications and digital/social media campaigns to advance UA messaging and priorities.

Villanova is a Catholic university sponsored by the Augustinian order. Diversity and inclusion have been and will continue to be an integral component of Villanova University's mission. The University is an Equal Opportunity/Affirmative Action employer and seeks candidates who understand, respect and can contribute to the University's mission and values.

Duties and Responsibilities

* Serves as lead project manager and writer for communication initiatives to support development and alumni engagement, as well as other areas of UA operations, including email marketing, paid and earned social media, direct mail, event communications, presentations, video content and other print and digital collateral. Functions as a resource and works collaboratively with UA department directors, including those for Annual Giving, Alumni Relations, School-based Development, Regional Development, Planned Giving, Stewardship, Special Events and Athletics Development by providing strategic oversight of communication activities and ensuring consistency among UA messaging and materials.

* Evaluates and tracks communication and marketing initiatives, including performance measures, email, web and social media analytics and online engagement. Regularly benchmarks communication and marketing best practices among peer and aspirant schools as well as other sectors.

* Develops, plans, schedules and coordinates communication projects and oversees design, photography and production in partnership with UA Special Events, Creative Services, Digital

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Marketing, Graphic Services, Technology Services and other resources within UA and across campus.

* Serves as a cross-functional member of the UA Communication team, managing additional projects as assigned by the Assistant Director.

* Performs other duties and assists with projects as assigned.

Minimum Qualifications

* Bachelors degree in communications, marketing or English required; or equivalent combination of education and experience.

* Must have more than three years of professional writing, project management and communication experience for multiple platforms within a business, academic or non-profit environment.

* The individual selected must have expertise in email marketing, web content management, social media management and analytics tools, and have a working knowledge of web design and usability. Must know how to leverage digital and print platforms to tell stories in compelling ways. Must be proficient in all standard computer applications, including Microsoft Word, Excel, PowerPoint and Adobe Acrobat. Experience with direct mail, event marketing applications and Adobe Creative Suite is preferred.

* The individual selected must be a team player with strong writing, interpersonal, organizational, project management and planning skills. Must be a flexible, upbeat, energetic self-starter who enjoys collaboration with a wide variety of constituencies. Must have strong communication, problem-solving and decision-making skills with the ability to maintain excellent relationships. The individual must be able to work independently as well as with others and handle situations with diplomacy and tact. Must have the ability to handle multiple projects, priorities, and deadlines in a fast-paced, multifaceted environment with the ability to work some evenings, weekends, and possibly holidays as the demands of the job dictate. The individual must have a deep commitment to the well-being of the University, a commitment to the University's mission and heritage, and to serving the needs of a diverse community.

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* Experience and knowledge of general office equipment required.

Preferred Qualifications

* Higher education or nonprofit communication experience is preferred.

Physical Requirements and/or Unusual Work Hours

Represents University Communication and Marketing at University and related events, which may require evening and weekend assignments and travel.

Be available on an on-call basis to coordinate UA or University initiatives that may require immediate communication with alumni or other constituents.

Special Message to Applicants

Posting Date: 01/11/2018

Closing Date (12am ET): 2/9/2018

Open Until Filled:

Salary Posting Information: Commensurate with experience.

Salary Band: I

Job Classification: Exempt

To apply, visit: [\[url=http://apptrkr.com/1150378\]](http://apptrkr.com/1150378)<https://jobs.villanova.edu/postings/12774>

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Executive Order 11246, and the Americans with Disabilities Act.

Contact Information

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

Please see the job description for contact details pertaining to this university job announcement.