THE ASSOCIATE DIRECTOR, MARKETING & COMMUNICATIONS

**Position Title:** Associate Director, Marketing & Communications

**Department:** University Advancement

**Reports to:** Director, Marketing & Communications

**Employee Group:** APSA

**Position #:** 00122653

**Reports to [pos #:]** 0099544

**Grade:** 010

**POSITION SUMMARY**

The Associate Director, Marketing & Communications develops strategic communications to a variety of audiences including donors, alumni, faculty, board and staff that identifies the long and short-term fundraising needs, priorities and opportunities for Simon Fraser University. The Associate Director is responsible for the strategy and development of major gift proposals and donor impact reports that drive revenue, and engage and steward donors and alumni.

**DUTIES AND RESPONSIBILITIES**

1. **Provides leadership in developing communications strategy for effective donor stewardship by:**
   - developing compelling proposals, meaningful donor impact reports and other customized donor communications materials.
   - working with external designers and printers to produce the final product.
   - translating complex research and academic language into an inspiring and easy-to-understand vision with well-thought-out plans and clear results.
   - gathering feedback and develop proposals and materials that respond to the interests of individual donors or donor segments.
   - advising Deans, faculties and fundraising staff on how to best position SFU priorities to resonate with prospects and donors.

2. **Harnesses communications, branding and storytelling tools to increase the value proposition and engagement amongst the community, alumni and donors by:**
   - managing the content collection, review and revision process with key stakeholders to include academic leadership (e.g., Deans, Provost Office, President’s Office) and the Major Gift Fundraiser.
   - researching content for proposals and impact reposting.
   - contributing to the development of strategy and content for newsletters, fundraising appeals, speeches for the Vice President, Advancement and Alumni Engagement (VPAAE), with a strong focus on storytelling and donor impact.

**IMPACT OF DECISION MAKING**

The Associate Director, Marketing & Communications is responsible for:

- developing communication strategies that identify new opportunities to enhance fundraising activity and alumni engagement.
- managing the design, delivery and production of communication materials and reports.
- identifying and creating key communication messaging.

**RELATIONSHIPS**

Establishes and maintains relationships and alliances. Maintains effective communication. Shares information and readily determines to whom to go for relevant information. Seeks assistance and feedback in the problem solving process. Partners with others to achieve expectations.

**QUALIFICATIONS**

Bachelor’s degree in Communications or English and seven years of experience in developing strategic donor communications or an equivalent combination of education, training and experience.

Good knowledge of a variety of fundraising tools and strategies throughout the giving cycle, including identification, cultivation, solicitation and stewardship.

Excellent research, business writing and editing skills.

Excellent communication (oral, written) and interpersonal skills.

Excellent analytical, organizational and problem-solving skills.

Excellent project management and facilitation skills.
Ability to succinctly communicate relevant information to diverse audiences.
Ability to develop relationships and partnerships and to work collaboratively at all levels and areas within the organization.
Ability to exercise a high degree of diplomacy, tact, initiative and discretion.
Ability to meet deadlines in a fast-paced environment with multiple, competing deadlines, and time and resource constraints.
Proficient in the use of standard office applications (e.g., MS Office).