



ROBERTS WESLEYAN UNIVERSITY

JOB DESCRIPTION

Job Title

Institutional Content & Community Engagement Lead

Department

Advancement

Reports To:

Associate Vice President, Institutional Communications

Revised

Jan. 3, 2025

Status

Non-Exempt

JOB OBJECTIVES:

The Institutional Content & Community Engagement Lead will be a key player on the Institutional Communications team to produce high-quality content to support brand awareness, drive fundraising, and strengthen community engagement. This role will develop materials to support broader communications, branding initiatives, and Advancement.

To help accomplish the content goals, this person will collaborate with colleagues in advancement/fundraising, communications, and public relations. This role requires creativity, energy, due diligence, and a positive attitude.

The Institutional Content & Community Engagement Lead will use the content to build and maintain a positive image of the university and foster relationships with its various publics.

Key Responsibilities:

1. Content Strategy & Development
 - Develops and implements a comprehensive content strategy aligned with institutional priorities and advancement goals including storytelling for the web, social media, email, and print.
 - Drives engagement for institutional communications with high quality, consistent messaging, and effective communication of the institution's messages to various audiences.
 - Creates compelling narratives highlighting university achievements, donor impact, and community partnerships.
 - Oversees content production across digital and print platforms, including feature stories, news articles, newsletters, and campaign materials.
2. Cross-functional Leadership
 - Partners with Advancement and Institutional Communications (public relations) teams to ensure message consistency and brand alignment.
 - Manages content calendar and coordinates with stakeholders to identify and develop high-impact stories.
 - Leads content optimization efforts through analytics and audience insights.
3. Community Building & Engagement
 - Cultivates relationships with key university stakeholders to source authentic stories and testimonials.
 - Develops engagement strategies to strengthen connections with alumni, donors, and community partners.
 - Measures and reports on content performance metrics to drive continuous improvement.

Qualifications:

- Proven track record in institutional or nonprofit content strategy and development

- Skills:
 - Editorial judgment and exceptional writing/editing skills.
 - Content creation, writing, and management
 - Multimedia production techniques: videography, and photography.
 - Institutional writing standards and brand guidelines
 - Demonstrated ability to translate simple and complex ideas into compelling narratives
 - Project management and cross-functional collaboration skills

While prior experience with content management systems, content writing, and multimedia production is valuable, we prioritize candidates with strong communication abilities and eagerness to learn. Professional training can be provided to develop technical proficiency as needed.

The ideal candidate will bring creativity, strategic thinking, and a results-driven approach to elevate the university's storytelling and strengthen stakeholder relationships.

POSITION RESPONSIBILITIES:

1. Contribute to the creation and development of an editorial calendar for content sharing across the university, including brand reputation, storytelling, community engagement, donor relations, event promotion, recognition and awards, capital campaigns, brand stories, and fundraising.
2. Serve as a partner to the AVP of Institutional Communications and other key staff to develop and execute content priorities. Act as a key point of contact for written materials in partnership with the AVP.
3. Ensuring all content across various channels maintains a consistent brand voice and message, is crucial for building trust and recognition. Tailoring content for different audiences (e.g., prospective donors, alumni, faculty) while maintaining brand consistency.
4. Develop and manage content/editorial calendars for public relations and advancement communications and ensure planned projects are delivered on time, including social media posts and storytelling content that will be told through text, photos, and videos.
5. Write/create compelling content for various assets, such as email marketing, web content, news stories, social media, alumni newsletter, and the Roberts Magazine. Craft messages that highlight the university's unique strengths.
6. As the Assistant Editor of the Roberts Magazine, be a member of the core team, support the outline process, manage stories from conception through completion, gather content for features, and represent the voice of Alumni Relations and Advancement. Source and write stories that appeal to donors and supporters for the Roberts Magazine as the assistant editor, write 50% of news stories posted to the website and shared via social media. Adhere to brand and messaging guidelines and create a cohesive voice.
7. Create a database of storytelling content. Adhere to best practices for email content length, connection building, and calls to action.
8. Provide writing and editing support for public relations, advancement, and the institution, including helping write, edit, and proofread advancement collateral for campaigns, videos, email marketing, etc.
9. Create and send tactical and strategic Advancement and Alumni email marketing to audiences through a CRM database and share on social media to grow engagement and giving (i.e. One Day of Giving, capital campaign reach out, mini-campaigns for scholarships, Homecoming, Christmas Concert, etc.). Working with the AVP, develop digital fundraising assets for capital campaigns (such as social media advertising and thoughtful digital marketing through Raiser's Edge).
10. Collaborate with AVP, Institutional Communications, Advancement, and key internal customers to create engaging content.
11. Create social media content to boost engagement on social channels for public relations, the brand and Advancement.
12. Provide backup for the graphic designer for asset changes. Have access to the library of creative assets and be cross trained on design and print processes.
13. Assist with Public Relations.
14. Research topics, trends, and the competition to enhance content strategy.

15. Produce compelling email series content across various needs, such as fundraising and campaign content, donor stories, and university advocacy.
16. Member of the Emergency Response Team and attends all proactive practice sessions with a goal of monitoring and responding to social media for emergency response.
17. Work may include photography for major campus events (Commencement, Christmas Gala, Convocation, faculty/staff awards, Homecoming, Alumni of the Year awards, Capital campaign theme photos, Day of Giving photography, Roberts Magazine photo shoots, etc.
18. Use analytics to measure content performance and develop improvement strategies.
19. As needed, support leadership with external and internal communications content.

The approved rate of pay for this position is \$20.67 - \$22.40/hr.

EXPERIENCE/QUALIFICATIONS:

1. Bachelor's degree in marketing, business, communications, creative writing, fine arts, or related field, or equivalent relevant experience.
2. At least 3-4 years of experience working as a content writer professionally writing for donor consumption, public relations, academic, or thought leadership content.
3. Strong writing skills and an understanding of content for a variety of audiences and the ability to make recommendations on voice and tone according to platform.
4. Proven ability to develop an authentic voice for an organization through creative thinking and writing.
5. Experience with marketing, automation and email marketing/CRM platforms preferred, such as Mailchimp, Constant Contact, Hubspot, Raiser's Edge, etc.
6. Ability to make meaningful connections within a team and across a larger organization.
7. Ability to contribute to concepts, design and launch content for campaigns that align with strategic goals.
8. Demonstrated competency/familiarity with common office productivity software suites, including Microsoft Office, email marketing tools, video editing software, digital analytical tools the Google suite.
9. Occasional weekend work may be required.
10. Professional training can be provided to develop technical proficiency as needed.

Preparation and Training

Bachelor's degree required. Strong written and oral communication skills.

Experience

3-5 years of marketing or communications experience in an educational institution or large organizations preferred.

Consequence of Error

Errors on the job may result in of re-work and, in the worst case lost opportunities to the university.

Confidential Data

This position will require a high degree of confidentiality with Advancement data.

Level of Supervision

Goal-driven direction provided allowing for independent decision-making.

Mental/Visual Demand and Physical Effort

The job requires creativity, and the ability to organize and manage numerous tasks throughout the day. This employee will have multiple interruptions. This job requires a limited amount of moving and carrying promotional materials.

Directs Work of Others and/or # of Employees Supervised

Environment

Works with two direct team members.

“Active” best describes the office. Expect frequent interruptions. The office is also an enthusiastic environment in which to work. Hybrid work options are available for up to two days per week.