

JOB DESCRIPTION

Position	Development Communications Specialist	Hours	Averaging 35 hrs/wk
Classification	Hay provisional	Date	June 2017
Dept	Development		
Reporting To	Director of Development	Group	Non Union

SUMMARY / PURPOSE:

The primary personnel responsible for all communication materials, written and social media, specifically related to University fundraising and alumni relations.

SPECIFIC RESPONSIBILITIES:

- Create and manage university fundraising collateral materials including, but not limited to, case for support documents, donor profiles, donor correspondence, annual fundraising appeals and sponsorship packages.
- Oversee the development and implementation of a communications/marketing strategy in relation to development department fundraising and alumni initiatives.
- Responsible for grant writing and proposal writing.
- Work with the alumni and stewardship staff to develop stories for the promotion of CBU fundraising and alumni.
- Act as the editor for the annual alumni magazine, Distinction.
- Oversee the creation of alumni and fundraising social media and web content to support fundraising efforts and special events.
- Assist in the planning and coordinating of fundraising and stewardship events.
- Participate in researching new potential funding sources.

QUALIFICATIONS:

- A bachelor degree, preference will be given to individuals with a major in Communications and/or Public Relations.
- Five years successful experience working in communications and/or public relations, with a preference given to candidates who have worked in fundraising environments.
- Preference will be given to graduates of Cape Breton University (CBU) or someone who has attended CBU as a significant portion of their final credential.
- Ability to work independently, in a team environment and entrepreneurially with a demonstrated ability to exercise initiative.
- Superior writing skills with demonstrated experience/understanding of persuasive writing and social media communications.
- Outstanding oral communication abilities.
- Ability to juggle numerous project deadlines and thrive in an open and collaborative environment.
- Excellent organizational skills to work independently and manage detailed projects.