

Moore College of Art and Design
Job Posting

Status: Full-time

Position: Associate Director of Advancement Communications

Reports to: Vice President of Institutional Advancement

About Moore: Moore College of Art & Design is a historically all-women's undergraduate college that has evolved to admit nonbinary and trans undergraduates, as well as co-educational continuing education and graduate students. Founded during the original industrial revolution to advance women in new fields, under principles of inclusivity and opportunity, our mission is more relevant than ever, as technology, sustainability, and diverse cultures drive and influence new and existing industries. We strive to create a community of employees and faculty that mirrors our student body and offers a range of academic perspectives in their fields. We welcome candidates who value diversity and support the inclusive culture we seek to nurture at Moore. The world needs Moore. For more information, visit moore.edu and follow us on social media @moorecollegeart.

Benefits: Moore College of Art & Design offers a time off package consisting of 41 days paid throughout the year for holidays, winter break, vacation and personal days. In addition, we provide 2 weeks of sick time and offer a great benefit package including health, dental, and a 403b plan with an immediate match and 100% vesting.

Purpose: The ADOD will execute an Advancement communication strategy to support Moore's fundraising, stewardship and engagement goals in alignment with its brand and strategic plan. The ADOD will oversee all digital, print, social, and multimedia communications related to the advancement operation, working with colleagues in Major Gifts, Event Planning, Stewardship, and Alumni Relations, as well as across campus, to increase engagement and philanthropy among Moore's various constituencies.

Requirements:

- Commitment to working in and fostering an inclusive community
- Bachelor's degree from an accredited college or university
- A minimum of three years relevant professional experience in an institution of higher education, or other field that is directly related to the functions of the position to be filled
- Strong project management and organizational skills; ability to set priorities and meet deadlines, while balancing multiple projects and performing assignments accurately
- Exceptional writing skills – demonstrated ability to craft compelling, persuasive written and digital communications

- Ability to use analytics to inform decisions; strong research and electronic communications skills, including interpretation of data and trends
- Ability to communicate with tact and sensitivity with a broad range of constituencies including donors, volunteers and alumni
- Ability to work effectively in a team setting, superior interpersonal skills
- Good working knowledge of Microsoft Office and development databases (particularly Raiser's Edge); experience with email platforms and/or website back ends
- Knowledge of Philadelphia-area fund raising community helpful
- Excellence-oriented work ethic

Responsibilities:

1. Plans and implements all aspects of Moore's Annual Fund year-round campaign (printed and digital campaigns, engaging website and social media content, etc.) through:
 - a. Segmentation of constituents to deliver compelling messaging that resonates with each;
 - b. Implementation of fundraising initiatives through crowdfunding/mini campaigns, social media, giving days (Giving Tuesday, Day of Giving); incorporating philanthropic messaging into existing constituent-based events and communications;
 - c. Design and implementation of a comprehensive social media strategy for engagement/giving, including identifying and managing a core group of social media ambassadors/volunteers focused on the goal of encouraging peer-to-peer engagement and solicitation.
 - d. Continuous review and evaluation of communications by tracking and analyzing appropriate key performance indicators (KPIs) for various initiatives;
 - e. Compiling, summarizing and analyzing statistical and other data; prepare clear, technically sound, accurate and informative reports
2. Creates and produces all communications materials for Moore's annual Visionary Woman Awards (and other events) including sponsorship solicitations, invitations, event materials, acknowledgements, website and social media content etc. as well as the College's Legacy Society.
3. Plans and creates all of the College's printed and digital alumni communications to foster stronger alumni engagement with the College, including:
 - a. Monthly Alumni E-newsletters and regular promotion of alumni on Moore's website and social media platforms;
 - b. Management of the Connect Moore online community, in collaboration with other departments across campus such as the Locks Career Center, Admissions and Student Affairs, to ensure delivery of fresh, compelling content on a regular basis;
 - c. Alumni Reunion communications materials (i.e. invitations, programs, etc.)
 - d. Collaboration with the Marketing department to contribute alumni-related content to Moore Magazine and other printed/digital outlets.

4. Drafts remarks for all advancement events involving the President; provides stewardship content for Presidential print and digital communications with Board members, volunteers, donors and alumni.
5. Maintains and grows knowledge base through continuous learning and professional development, especially concerning industry standards and generational changes.
6. Collaborates widely within Advancement department as well as other College offices/units using a comprehensive view of College activities, initiatives, and resources to inform overall Advancement communications strategy.
7. Perform additional duties as assigned; Management retains the right to add or change job duties at any time.

Physical Demands/Working Conditions:

No physical demands. Office setting.

To Apply:

Interested candidates send your resume and cover letter with salary requirements to: Moore College of Art and Design; email:

HR@Moore.edu.

The College adheres to the principle of equal educational and employment opportunity without discrimination on the basis of race, color, religion, age, national or ethnic origin, sexual orientation, gender identity or expression, handicap or disability, military or veteran status, genetic information, or any other characteristic protected under applicable federal, state or local law in the administration of its educational policies, scholarship and loan programs, and other College-administered programs and employment practices. Retaliation is also prohibited. *To read our full compliance statement please visit:* <https://moore.edu/non-discrimination-policy/>