



MPP POSITION DESCRIPTION

Department: University Advancement (UA)
Working Title: Director of Campaign Communications
Time Base: Full time
Class Code: 3312
Position Number: 00000256
MPP Job Code: U204

Position Reports To: Vice President
Classification: Administrator II
Range Code: 1
Exempt or Non-Exempt: Exempt
Last Update: 7-1-24

PURPOSE OF POSITION:

With the recent launch of an institutional strategic plan and ranking as a top university for social mobility, California State University San Marcos (CSUSM) is embarking on its largest philanthropic fundraising campaign. University Advancement’s Director of Campaign Communications (Director) will provide strategic leadership in the planning, development, writing and implementation of campaign related communication and branding materials, working in concert with University Communications. Reporting to the Vice President of University Advancement (UA) and serving as a member of the UA senior leadership team, the Director works as a strategic advisor to the Vice President and division leadership supporting campaign and development outreach.

The Director has primary responsibility for developing, managing, and executing a comprehensive communication strategy, including the creation of written collateral for UA, overseeing the day-to-day operations of internal and external communications, and expanding branding for the comprehensive fundraising campaign.

Serving as the UA lead and liaison to University Communications, the Director composes, writes, edits, and manages the production of a full range of materials to effectively support UA’s fundraising goals and to convey the university’s mission to diverse constituencies. This position will create, oversee, and manage UA’s campaign communications including case for support materials, articles, web content, external communications, and content for collateral. The Director will also coordinate with members of the University Communications’ team to amplify the presence of CSUSM’s philanthropic and development initiatives with a focus on regional, national and, where appropriate, international media outlets. The Director will create and manage shared language and content for external communications, proposals, case statements, collateral, and scripts.

We are looking for equity-minded applicants who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community.

MAJOR RESPONSIBILITIES:

	<u>% of Time</u>
1. Leadership/Management	10%
2. Strategic Planning	20%
3. University/Community Partnership	10%
4. Functional Oversight Management	60%

LIST OF TASKS FOR EACH MAJOR RESPONSIBILITY:

1. **LEADERSHIP/MANAGEMENT:**
 Acts as a change champion. Leads courageously by addressing difficult issues. Works to resolve issues at the peer level and takes measures to mitigate future issues. Supports and moves new initiatives forward. Identifies current and future challenges and proposes effective solutions. Understands what issues require a “sense of urgency” and handles accordingly. Ensures confidentiality around sensitive issues. Facilitates an environment that motivates, empowers, and inspires commitment from employees. Assumes good intent with one another and works on the premise of trust. Demonstrates commitment to creating and sustaining a diverse and inclusive workforce. Provides clear direction. Communicates effectively and with purpose. Creates and implements methods for improving individual and team performance. Builds

effective teams committed to organizational goals. Works with a spirit of collaboration, inclusion, respect, and collegiality. Takes ownership of issues and demonstrates accountability. Creates an environment in which employees are recognized for their accomplishments and contributions to the success of the team. Understands the university's mission and vision and how the department/division's work activities and goals support the mission. Ensures cross-divisional support and participation. Recognizes, understands, and appreciates different roles across the institution. Speaks and advocates with one common voice. Determines, effectively allocates, and coordinates resources.

2. STRATEGIC PLANNING:

As a strategic partner, recommends, creates, and implements long and short-term strategic plan goals and operational plans for University Advancement. Ensures UA goals align with and support the overall mission of the university. Motivates and encourages commitment to achievement of strategic plans. Effectively communicates the strategic initiatives. Accomplishes strategic goals for all programs/initiatives of UA.

3. UNIVERSITY/COMMUNITY PARTNERSHIP:

As a member of the campus community, ensures a community focused strategy to support the university's mission. Identifies and anticipates community needs. Builds effective strategic alliances internally and externally. Collaborates with key stakeholders in the achievement of university goals that support the university's mission. Initiates and develops strong working relationships with community partners. Recognizes the importance of collective strength, knowledge, and information. Actively solicits and acts upon feedback. Develops and implements solutions. Successfully negotiates through persuasion. Gains support and commitment from others. Works to find common ground and group consensus. Takes the necessary measures to solicit and influence internal and external support. Demonstrates commitment to diversity.

4. FUNCTIONAL OVERSIGHT/MANAGEMENT:

In partnership with University Communications, the Director plays an integral role in the development and execution of a philanthropic campaign focused, organization-wide strategic communication plan that promotes and broadens awareness of CSUSM's mission and programs. Ensures the University's campaign messaging is accurate and consistent across platforms, materials, and venues, and effectively tailored to relevant audiences. Leads and directs campaign communication strategies for UA, using creative and digital communications to implement an integrated and layered approach. Supports best-practice communications policies, standards, and guidelines and collaborates with campus departments to ensure integration, adherence, compliance, and advancement toward university strategic goals of the campaign. Streamlines communications processes to realize cost savings and scales of economy.

SUPERVISION OF OTHERS:

- a. N/A

PURPOSE AND NATURE OF WORK RELATIONSHIPS:

Daily/weekly interaction with division colleagues and campus partners related to campaign communication and written content endeavoring to collaborate with campus leadership, faculty, staff, and external community leaders, to solicit information and guidance.

- a. Confers with division colleagues on a regular basis to identify communication and outreach opportunities for new and existing programs, and to develop content for case statements, articles, collateral, web content, and campaign materials.
- b. Consults with members of UA Leadership Team and University Communications on a daily/weekly basis to develop strategic and tactical communications plans that support the implementation of campaign related communication, identify opportunities, and ensure that campaign-related needs are being met.
- c. Collaborates with campus partners to assess and monitor d opportunities for maximizing impact of related campaign communication materials.
- d. May work with freelancers/consultants on daily/weekly basis related to copy writing, graphic design, research projects and data/CRM strategy.
- e. Must be skilled in persuasive and impactful writing for a variety of audiences with strong writing, editing and proofreading skills.

REQUIREMENTS OF POSITION:

- 1. List education and experience required**

- a. Bachelor's degree in English, Communications, Public Relations and Advertising, Marketing, Journalism, OR related field; Or an equivalent combination of education and related experience.
- b. Minimum of five (5) to seven (7) years of experience creating and executing industry best-practice communications strategies and content, including digital, social, and conventional methods, and tactical plans that have led to demonstrably successful outcomes.
- c. Preferences
 - i. Advanced degree in Business, Advertising, Marketing, Public Relations, English, Communications, or related field.
 - ii. Work experience in an academic setting.
 - iii. Work experience on a development/fundraising team.
 - iv. Work experience on philanthropic campaign.
 - v. Experience with electronic and social media communications.
 - vi. Ability to work with creative teams to develop communications in a variety of media.

2. List knowledge, skills, and abilities required for this position.

Leadership / Vision:

- a. Demonstrated commitment to CSUSM's mission and goals as a student-centered university dedicated to academic excellence, intellectual engagement, and inclusive excellence with a university first perspective and a customer focused strategy.
- b. Demonstrated ability to establish a clear and understandable vision for the University Advancement Division, engage the university community in the implementation of the vision, and build the operational components to execute the vision.
- c. Demonstrated ability to lead and enable groups of people to face challenges and achieve results in complex conditions.
- d. Demonstrated commitment to diversity, inclusiveness and access in all areas of the university.

Management / Conflict Resolution / Problem Resolution / Initiative / Continuous Improvement:

- a. Successful experience navigating a complex organization.
- b. Experience building, participating and leading an effective world-class team dedicated to organizational goals and high performance.
- c. Demonstrated ability to develop and support on-going learning and professional development for staff, managers and emerging leaders.
- d. Demonstrated ability to lead courageously by addressing difficult issues.
- e. Demonstrated ability to prioritize and handle issues based on sense of urgency and importance.
- f. Demonstrated ability to ensure confidentiality around sensitive issues.
- g. Demonstrated ability to initiate and support innovation with creativity, openness to change, flexibility, responsiveness, and future focus.
- h. Demonstrated ability to apply quality management techniques of continuous improvement and employee involvement to assess and improve services, promote campus culture and build teams.
- i. Demonstrated ability to identify current and future challenges and propose and implement effective solutions.
- j. Experience making effective decisions with sound analytical ability, good judgment and strong operational focus.
- k. Ability to manage multiple priorities and deadlines.
- l. Demonstrated experience in organizing and defining tasks, setting priorities, working independently, and following through on assignments with minimal direction.
- m. Demonstrated ability to make complex decisions and solve problems.
- n. Ability to work both independently and collaboratively with professional colleagues.

Communication:

- a. Excellent oral and written communication skills.
- b. Demonstrated success developing and writing campaign communication materials.
- c. Demonstrated ability to communicate effectively and purposefully to various audiences.
- d. Successful negotiation and persuasion skills.

Strategic planning / Goal Setting:

- a. Experience in strategically supporting growth and/or change.
- b. Experience creating and implementing long and short-term goals.
- c. Experience in determining and coordinating resource allocations.
- d. Demonstrated ability to collaborate with multiple entities to plan and accomplish the objectives set forth in the university's strategic master plan, coordinating multiple large and complex projects from conception to completion in a centralized and highly regulated environment.
- e. Demonstrated ability to find solutions that result in prudent outcomes, to promote mutual satisfaction and positive action, and to develop imaginative approaches to achieve individual, unit and institutional strategic initiatives.
- f. Demonstrated ability to apply forward-thinking and creative thought with high ethical standards to develop strategic vision.
- g. Skills in budget management, editing, photography and art direction, web usability and marketing.

Teamwork / Collaboration:

- a. Demonstrated ability to work effectively and build strong alliances internally and externally with a broad range of individuals to bring the University community together around shared goals.
- b. Demonstrated ability to recognize, understand, and appreciate different roles across the institution.

Functional Area Expertise:

- a. Solid foundation in, and understanding of, communication vehicles, methods, standards and best practices.
- b. Knowledge and understanding of development and philanthropic sector with strong understanding of campaign communications.
- c. Knowledge of fundraising techniques including, but not limited to: proposal and case statement writing; public relations; donor relations and stewardship.
- d. Demonstrated experience guiding higher education institutions through the steps to develop and implement a philanthropic campaign marketing and branding plan.
- e. Demonstrated experience creating and administering a campus communications program for a comprehensive philanthropic campaign, in concert with the overarching university strategic plan.
- f. Ability to develop effective marketing and communications strategies, messaging, and materials.
- g. Experience working with graphic design, photography and printing vendors.
- h. Ability to edit/write effectively with a philanthropic lens for case statements, news articles, storytelling and stewardship.
- i. Demonstrated understanding of design and content issues (and technology) associated with the web.
- j. Thorough knowledge of grammar, spelling, punctuation, and modern English usage.

3. List machines, tools, equipment, and motor vehicles used in the performance of the duties

- a. Standard office and communication equipment.

4. List unique working conditions

- a. Occasional overnight travel.
- b. Evenings and weekends may be required.

5. Other Employment Requirements

- a. The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment. Limited Reporter.
- b. This position is subject to a background check including, but not limited to, employment verification, education verification, reference checks and criminal record checks. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.
- c. This position is a "designated position" in the California State University's Conflict of Interest Code. The incumbent in this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission. This position is required to file the Form 700 under disclosure category 2.
- d. Must participate in required campus trainings including, but not limited to, CSU's Gender Equity and Title IX Training; Data Security and FERPA Training; and CSU's Discrimination Harassment Prevention Program for Supervisors and/or Leads.

PHYSICAL EFFORT, MENTAL EFFORT AND ENVIRONMENTAL FACTORS

Check the appropriate box for each of the following items which most accurately describes the extent of the specific activity performed by this employee on a daily basis.

PHYSICAL EFFORT

Number of hours/day
N/A 1-2 3-4 5-6 7+

	N/A	1-2	3-4	5-6	7+
1. Sitting				X	
2. Standing		X			
3. Walking	X				
4. Bending Over	X				
5. Crawling	X				
6. Climbing	X				
7. Reaching overhead	X				
8. Crouching	X				
9. Kneeling	X				
10. Balancing	X				
11. Pushing or pulling	X				

16. Driving cars, trucks, forklifts and other equipment
17. Being around scientific equipment and machinery
18. Walking on uneven ground

12. Lifting or carrying
A. 10 lbs or less
B. 11 to 25 lbs
C. 26 to 50 lbs
D. 51 to 75 lbs
E. 76 to 100 lbs
F. Over 100 lbs
13. Repetitive use of hands/arms
14. Repetitive use of legs
15. Eye/hand coordination

Number of hours/day
N/A 1-2 3-4 5-6 7+

	N/A	1-2	3-4	5-6	7+
12. Lifting or carrying					
A. 10 lbs or less		X			
B. 11 to 25 lbs	X				
C. 26 to 50 lbs	X				
D. 51 to 75 lbs	X				
E. 76 to 100 lbs	X				
F. Over 100 lbs	X				
13. Repetitive use of hands/arms				X	
14. Repetitive use of legs	X				
15. Eye/hand coordination	X				

Yes No

	X
	X
	X

MENTAL EFFORT

Number of hours/day
N/A 1-2 3-4 5-6 7+

	N/A	1-2	3-4	5-6	7+
1. Directing others			X		
2. Writing			X		
3. Using math/calculations		X			
4. Talking			X		
5. Working at various tempos		X			
6. Concentrating amid distractions			X		
7. Remembering names			X		
8. Remembering details			X		
9. Making decisions		X			
10. Working rapidly				X	
11. Examining/observing details		X			
12. Discriminating colors	X				

ENVIRONMENTAL FACTORS

Number of hours/day
N/A 1-2 3-4 5-6 7+

	N/A	1-2	3-4	5-6	7+
1. Inside					X
2. Outside	X				
3. Humid	X				
4. Hazards	X				
5. High places	X				
6. Hot	X				
7. Cold	X				
8. Dry	X				
9. Wet	X				
10. Change of temp	X				
11. Dirty	X				
12. Dusty	X				
13. Odors	X				
14. Noisy	X				
15. Working w/others				X	
16. Working around others				X	
17. Working alone		X			

SIGNATURES

The last sheet for any staff job description should contain the signature sheet. Signatures will include the incumbent's signature (if applicable) or new employee; the supervisor's signature and all pertinent administrative personnel.

Employee:

Print Name: _____

Signature: _____

Date: _____

Appropriate Administrator

Print Name: _____

Signature: _____

Date: _____

Dean/Department Head/Director/AVP (optional)

Print Name: _____

Signature: _____

Date: _____

President's Administrative Team Member (optional)

Print Name: _____

Signature: _____

Date: _____