

# The Southern Baptist Theological Seminary

## Position Description

**Position Title:** Assistant Director of Advancement Communication

**Department:** Advancement

**Position Code:** E0324

**Date Prepared:** 8/23/13

**FLSA Status:** Exempt  Non-Exempt

Full Time: Yes  No

---

**JOB SUMMARY:** The Assistant Director of Advancement Communication is responsible for planning and implementing all Advancement-specific communication and marketing. This includes working closely with the Communications and Campus Tech departments to ensure the success of Advancement efforts. The person in this position is also responsible for overseeing gift processing and providing general administrative support to the Advancement office.

### **ESSENTIAL JOB FUNCTIONS:**

The employee in this position will have the following essential job functions:

- Develop and implement an annual communication calendar including but not limited to general solicitation letters, email updates, presidential letters, targeted campaigns, holiday & year end giving requests.
- Develop a promotional plan for upcoming events, including Heritage Week, Spring Retreat, Heritage Classic, Aiming High, SBC Alumni & Friends lunch, Leadership Briefings and City Initiatives.
- Provide drafts and editing for all letters, solicitations, newsletters and print materials.
- Serve as primary editor for all communication pieces both digital and in print.
- Develop and deploy an aggressive social media presence, utilizing all available resources.
- Investigates and identifies new technologies capable of bringing increasing donor prospects.
- Serve as primary liaison to Communications, giving daily oversight to print pieces in production.
- Ensures that the proper follow up procedure was activated for all guests at Advancement events.
- Supervise creating and mailing of invitations, and coordinate all follow-up correspondence
- Execute daily gift processing, including the scanning of gifts, coordination of thank you letters and reports.
- Participates in the execution of local area Advancement events.

Performs other duties as may be assigned by supervisor

**EDUCATION AND EXPERIENCE:** The person in this position should have an undergraduate degree in a business-related field, and at least two years' experience in communications, writing and marketing. The position requires superior communication skills; proven ability in marketing, attention to detail, and follow-through.

**SUPERVISION:** The person in this position will supervise no one. The person in this position will report to the Director of Advancement Operations.

**WORK ENVIRONMENT:** The person in this position will work in traditional office environment.

**EQUIPMENT:** The person in this position will use the following equipment: standard office equipment.