1. Position Identification

Position Number: 993085
Position Title: Donor Relations Communications Officer
Department: Development (DEVT)
Reports to: Donor Relations Manager
Number of Direct/Indirect Reports: Direct 0 Indirect 0
Classification Level: SG 10
Current Incumbent (if applicable): N/A

2. Position Summary

The Donor Relations Communications Officer will work in UVic’s Donor Relations Unit, which is housed in the university’s Advancement Services Department. The Unit is a fast passed, interdisciplinary and creative environment that works with all other departments, units and faculties at UVic. Donor Relations provides key services to the Alumni and Development team and works closely with university fundraisers to ensure that donors are thanked and acknowledged.

The Donor Relations Communications Officer is responsible for the development, implementation and evaluation of communications strategies and programs aimed at informing donors, employees and the general public about UVic initiatives that are relevant to the initiatives of Alumni and Development. This includes multi-channel approaches, incorporating print, web and social media to ensure that the donor relations communications strategy reaches as large an audience as possible.

The officer is the creative lead for a number of projects, ensuring effective messaging, writing creative briefs, generating concepts and copywriting, and coordinating design, photography and video production. Reporting to the Donor Relations Manager, the Donor Relations Communications Officer will be a key member of the Donor Relations team and be responsible for gathering and communicating the stories that highlight the role donors and their gifts play for UVic – thereby helping to increase the university’s ability to raise further funds.

3. Key Responsibilities and Expectations

Key Responsibilities. % of time Expectations:

Communications Planning/Strategy (20%)

- Lead the development and implementation of annual and 3-year communications plans for donor relations.
- Make recommendations and influence communications aspects for annual Donor Relations planning and goal setting (led by AVP).
- Act as project manager on all key donor relations communications initiatives, including the annual donor impact report that will be sent to 5,000+ donors.
- Coordinate with counterparts in faculties and central communications to ensure branding, messaging and content of donor relations materials are on target and relevant to UVic priorities and that donor centrism is present in other university communication tools.
| Develop and Design Communications Materials (25%) | • Design a variety of publications (including e-newsletters, donor reports, etc.), templates, and other donor related materials as needed so they are consistent with UVic brand guidelines  
• Find and develop stories to increase fundraising success.  
• Ensure that Development related stories from across campus are captured and disseminated in a timely and relevant manner in order to enhance UVic's ability to raise funds.  
• Work with faculties and other units to create a diverse and compelling collection of stories for on-campus and off-campus print and electronic media.  
• Develop and create content for customizable e-newsletters.  
• Coordinate with UVic communications to ensure donor stories are included in other central publications and are featured prominently on UVic central website and publications.  
• Link key donor messages to strategic communications.  
• Determine which stories should be used, how they should be used and when they should be used. |
|-------------------------------------------------|---------------------------------------------------------------------------------|
| Manage web content and social media platforms (20%) | • Work with faculty representatives and other units to establish development related web content needs.  
• Create and develop content for website (photos and stories), ensuring stories remain fresh and revolving.  
• Create content for and ensure that Donor Relations is using appropriate social media platforms to maintain the best level of communication with relevant audiences.  
• Manage website to ensure it complies with UVic branding standards.  
• Engage outside media opportunities, when relevant, to highlight donor impact at UVic. |
| Manage all aspects of the publication of “Impact report” (15%) | • Manage all aspects of the publication of UVic’s donor impact report annually which is intended to become one of UVic’s “flagship” publications and compliment the university’s annual report, which is similar in scope.  
• Plan, design, write, edit, and proof the annual donor report, ensuring it highlights key donor impacts from the year. The donor impact report will have direct impact on how the university is... |
perceived within the broader community as it will be distributed widely and be used as a primary marketing tool

| Photography and Video production (10%) | Create a photo/video bank for use in all donor relations products
|  | Manage photography and video production contracts and projects
| Events & Other (10%) | Lead in marketing and planning of Donor Relations events
|  | Participate in events as assigned

4. **Classification Factors:**

(a) Independence of action, authority and decision making:
The Donor Relations Communications Officer carries out their responsibilities with minimal direct supervision and minimal review of the work produced. This includes independently contacting external members of the community, senior managers, faculty members and students. Decisions made by the Communications Officer shape strategy and influence how UVic engages with donors and potential donors, including preparing stories on donor impacts, preparing production schedules and budgets for major donor relations communications materials and identifying decisions and making recommendations to senior management levels.

Work is performed in accordance with University practices, procedures and policies, and is responsible for establishing and maintaining departmental practices or policy regarding the interactions and decisions associated with this role. Objectives are set by the person performing the job in conjunction with Alumni & Development managers and AVP, Deans, and faculty members.

(b) Accountability – scope and impact:
The Communications Officer is responsible for actions and decisions that range from major to minor impact and consequences for UVic, Development and the Donor Relations team. Many decisions directly impact UVic’s reputation with existing and potential donors. These decisions are of a major impact since maintaining a positive public profile is critical for long-term fundraising success. The Communications Officer leads the development of a communications strategy to grow and maintain UVic’s donor base and maintain our position as a charity of choice amongst potential donors. They are responsible for influencing the decisions made at senior management level in regards to how we communicate with donors and potential donors.

The moderate consequences are related to responsibilities for maintaining good relationships with members of the campus community such as development officers, faculty based and central communications officers, faculty members and students. In day to day operations the Communications Officer is also responsible for independently making many decisions of minor impact related to communication content and dissemination.

The DR Communications Officer position works to promote a culture of philanthropy within the UVic community. The impact of this position and the output the DR Communications Officer produces promotes UVic and its multitude of stories and successes in the broader world beyond Ring Road.

(c) Supervision given and received:
The Communications Officer reports directly to the Donor Relations Manager, however the Communications Officer is required to work independently on many projects and be able to influence and make recommendations to senior management levels. The Communications Officer will oversee the contracts for graphics and art work prepared by external contractors or UVic’s marketing department and for reviewing on-going output by these contractors. The DR Officer will also provide training to faculty based Development Officers on social media (either as a group or one on one), story production and other aspects of communications as they interface with fundraising.

(d) Budget, Financial & Material resources:
Is responsible for advising on project-related costs both within and beyond the work unit. Responsible for monitoring project budgets up to $25,000. The position has purchase authority limited to amounts similar to p-card levels.

(e) Problem-Solving
The DR Communications Officer is required to undertake an in-depth analysis of complex and variable stories and story ideas and, using critical thinking and good judgement, determine which stories can be used to best illustrate UVic brand concepts as developed through the UVic Difference process. To solve these types of complex marketing challenges, the communications officer interprets the core marketing guidelines for UVic as prepared by UComm and evaluate how best these can be applied to the purposes at hand and then adapt them as necessary to the stories and communications output they are producing. This will require significant investigation of potential stories to determine key facts and plot elements so that they can best be incorporated into both UVic’s general marketing strategy and Donor Relations more specific strategy.

The DR Communications Officer uses considerable problem solving skills to pursue story leads, develop story ideas and create story content by sifting through the complex and often obscure language of academia and translating it into lay language. They work across the faculties and units that make up UVic and draw from interdisciplinary sources elements that best convey UVic’s marketing and communications goals and objectives. Here, where ambiguity and perplexity reign, the DR Communications Officer uses judgment and interpretive abilities to ensure that the most appropriate content, that portrays UVic in the best way, is selected and used.

Further, the DR Communications Officer uses innovative and non-traditional approaches to resolve the complex issue of communicating UVic stories to a multi-faceted audience, made up of individual donors, foundations, corporations, opinion leaders, government officials, as well as UVic faculty, staff and leadership (UVic’s donors come from all facets of the community). Determining the best communications vehicle, be it social media, video, music, or traditional print, is weighed and considered when making decisions. Knowledge of all available communications platforms as well as an ability to use them in unconventional ways is constantly called upon by the demands of this position.

5. **Summary of qualifications:**
The Donor Relations Communications Officer requires a Bachelor's degree in Communications, Journalism, Marketing plus a minimum of five (5) years' experience in a designated communications or donor relations or related position. A solid background in the not-for-profit sector, higher education fundraising, and stewardship or donor relations experience is preferable. An equivalent combination of education and experience is considered.

In addition:
- Excellent verbal and written communications skills.
- Superb editing skills.
- Advanced experience in publication design and photography.
- Experience in managing complex publication projects
- Mastery in the use of In Design and other Adobe products.
- Excellent attention to detail and strong organizational and project management skills.
- Excellent analytical, critical thinking and problem-solving skills.
- Team player.
- Passionate, creative and organized.
- Goal-oriented
- Ability to work in an effective and organized manner in a complex environment.
- Self-motivated and willing to take initiative and work independently.
- Knowledge of Raiser’s Edge would an asset.

Date of Submission: 

Signature of Responsible Manager: 
