Position Title: Misc. Wage Communications & Engagement Specialist

Date Prepared: September 1, 2017

Department: School of Nursing

Location: Newark, DE

Hourly rate: $19.00

CONTEXT OF THE JOB:

Under the direction of the Senior Associate Dean for Nursing and Healthcare Innovation and with the assistance of the Associate Director of Development, the Communications & Engagement Specialist will help plan, promote and execute the School of Nursing’s marketing and engagement strategies. This will include all activities, events and communication strategies aimed at creating a strong, inclusive and prominent public identity for the School of Nursing, while also growing awareness, partnerships and support for the School of Nursing.

As directed, the Communications & Engagement Specialist will assist CHS Development & Alumni Relations personnel (Director of Development, Associate Director of Development, and Corporate & Foundation Relations Director) with all engagement activities related to SON priorities. A key partner of the CHS Development team, the Communications & Engagement Specialist will help plan, coordinate and execute a variety of educational, promotional, and engagement events.

In coordination with the CHS Marketing & Communications team, the Communications & Engagement Specialist will be responsible for ensuring marketing strategies are consistently implemented including, but not limited to, obtaining stories, pictures and videos for Social Media, keeping CHS marketing leadership aware of emerging stories for larger electronic and text media, providing assistance in writing the Alumni Newsletter, blog posts, web text, advertisements, and other text associated with marketing and development for the School of Nursing.

The Communications & Engagement Specialist will work with the Nursing Alumni Network (NAN) Board of Directors to grow UD’s NAN affinity organization, while creating meaningful alumni engagement opportunities that foster pride in UD Nursing, support current nursing programs, students and faculty, and further programs and priorities.

MAJOR RESPONSIBILITIES:

Maximize the use of social media (facebook, twitter, youtube, linkedin) to actively promote and advance the SON, to all constituents (alumni, students, faculty and staff), highlighting all SON events, the accomplishments of students and faculty, and other key messages (as deemed appropriate)

Assist in development of reports, press releases, and communication materials needed to support advancement activities and to help promote and publicize events. Assist in development of special events marketing and communications such as anniversery publications, magazines, and events.

Partner with Development & Alumni Relations on planning, coordinating and executing all events that serve to promote and showcase SON, including local and regional events (ex: Parents Weekend,
Homecoming, Alumni Weekend), all NAN events, and all national events to further engage nursing alumni (ex. National nursing conference receptions)

Manage, write, and coordinate SON donor acknowledgement letters, in collaboration with UD Gift processing and donor relations staff

Oversee short term, goal directed funding activities (e.g. crowd funding) activities as needed

**QUALIFICATIONS:**

Requirement: Bachelor’s degree preferred. Strong verbal and written communication skills, and knowledge of higher education, alumni relations and nursing advancement. Significant experience with effectively managing and utilizing social media platforms (facebook, twitter, youtube, linkedin) to engage constituents, increase awareness for events, and to promote SON.

Preferred: Leadership experience, digital media training, database management, event planning & coordination.

Desirable experience: Active membership to National Association of Nursing Advancement Professionals.