The University Advancement Office is committed to creating an anti-racist environment that addresses and works to eliminate inequities and all forms of oppression, while celebrating different cultures.

We are looking for like-minded team members from diverse backgrounds who demonstrate knowledge and understanding of the complex issues surrounding implicit bias, and other systemic oppressions, as well as a commitment to the university’s mission, vision, and values, with the goal of developing an equitable and inclusive work environment.

Position Summary

Under the supervision of the Assistant Director, Alumni Marketing and Communications, the Graduate Coordinator for Marketing Communications supports the mission of the Seattle University Alumni Association (SUAA) – to create authentic relationships, built on trust, that support Seattle University and the alumni community throughout their lives as needs inevitably change.

The Coordinator will be an active member of the marketing and communications team in the Office of Alumni Engagement (OAE). They will be responsible for strategizing, developing and executing marketing communications campaigns and materials – as well as supporting other marketing functions including research, operations and analysis.

In addition to supporting OAE, the Coordinator will support other functions within University Advancement – including events and stewardship and annual giving.

Anticipated Learning Opportunities

- Develop marketing and communications skills that the Coordinator can bring to their profession
- Gain an understanding of the role of marketing in higher education, alumni advancement and annual giving
- Gain knowledge of marketing software and programs (e.g. Terminal 4, Campaign Monitor, Raiser’s Edge, etc.)

Essential Responsibilities

**Digital Content Development and Execution (60%)**

Work with the Assistant Director, Alumni Marketing and Communications, to develop, update, and distribute content for the SUAA’s digital platforms. This includes:
• **Website:**
  - Learn Seattle U’s CMS (Terminal 4) in order to update content regularly
  - Manage changes and updates to the website on an ongoing basis
  - Develop content (e.g., blogs, articles, etc.)

• **Social media:**
  - Develop campaign ideas and create social media posts
  - Cultivate and develop content for SUAA main social media channels
  - Manage and implement the social media content calendar

• **Email marketing:**
  - Learn Campaign Monitor email platform and the various layout options
  - Draft marketing copy, graphics and layout for event and other types of promotional email marketing
  - Assist in the management and implementation of the editorial calendar

**Campaign Planning and Execution (30%)**

Work with the Assistant Director, Alumni Marketing and Communications, to develop integrated marketing communications strategies for various alumni engagement, stewardship and annual giving events, campaigns, and programs. This includes:

- Develop and maintain targeted marketing communications plans for OAE
- Develop new advancement strategies, such as specific marketing campaigns and project-based marketing projects to support SUAA campaigns and engagement strategies
- Advise and coach student workers on implementing marketing communications campaign tactics

**Additional Duties (10%)**

- Participate in designated Alumni Engagement staff meetings
- Participate in weekly 1-on-1 meetings with supervisor
- Fulfill evening and weekend duties as necessary
- Commit to learning and understanding the field of Alumni Engagement and their respective roles within the University
- Other duties as assigned or desired

**Anticipated Work Schedule**

This position averages 20 hours per week, but flexibility is necessary to be successful. The Coordinator sets their office hours during the week and flexing time (with communication/guidance from supervisor) is encouraged. During some points of the quarter/academic year, the Coordinator will be asked to assist and support programs (e.g., Homecoming Week, Commencement season) that will require night and weekend work.

**Minimum Qualifications and Skills**

- Marketing or strategic communications focus in academic studies strongly preferred.
- Enthusiasm and passion for Seattle University and its community.
- Strong interest in being involved with Seattle University Alumni Association and alumni network.
- Demonstrated ability to work independently.
• Proactive approach to projects and communicating with supervisor.
• Ability to efficiently manage projects from start to finish, completing projects on time.
• Strong written and verbal communication skills including ability to edit and proofread.
• Strong organizational skills and attention to detail.
• Confidence working in a fast-paced environment.
• Initiative in taking on new projects and problem-solving.
• Ability to work effectively as part of a team.
• Computer proficiency and willingness to learn new programs in order to complete job assignments. Experience in Outlook, Word, Excel, PowerPoint, Publisher, database management preferred.

Preferred Skills
• Graphic design experience
• Photography experience
• Experience with social media tools

Supervisor Contact Information

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