FISK UNIVERSITY
Job Description Form

Position Title: Stewardship and Communications Coordinator

Department: Institutional Advancement

Reports To: Vice President for Institutional Advancement

FLSA Designation: Exempt

Bargaining Unit Position: No

Date Written/Revised: November 2015

POSITION SUMMARY

Experienced professional who works with the development team to develop and implement stewardship strategies that strengthen long-term relationships with donors. Links to a prospect tracking system that includes stewardship components (cultivation, follow-up after asks, next moves, population of data fields in Raisers’ Edge crucial to the successful execution of such a tracking program); fulfills database management for constituency codes (affiliations of our donors with various initiatives to raise funds, demonstrated interests in various funds); attendance codes at all events (visiting day for schools, colleges, special events for donor giving level societies); and donor recognition.

Works closely with the Vice President and directors to develop and write communications materials, proposals, and presentations materials to insure the efficient pursuit of private funding. Writes or edits documents including fundraising proposals to individuals, foundations and corporations; fund-raising publications; communications materials, such as press releases, cultivation, solicitation and acknowledgment letters, and official institutional policy and definitive statements of fundraising opportunities to a variety of external audiences including Board, major and leadership donors and prospects, members, corporations and foundations and the general public.

Possesses ability to anticipate project needs, discern work priorities, and meet deadlines, and be willing to work evenings and weekends, as needed. The Stewardship and Communications Coordinator provides outstanding customer service, is an enthusiastic professional, and is able to build relationships with internal and external constituents.

ESSENTIAL FUNCTIONS

- Works with development team to develop and implement stewardship strategies that strengthen long-term relationships with donors, with emphasis on major and leadership donors; organizes a team effort to develop stewardship plans for donors at various recognition levels within the major and leadership gift program
- Ensures that details of stewardship plans are compiled and communicated to all involved parties, and that the plan is documented, implemented and included in the Raisers’ Edge system.
- Writes personal acknowledgment and stewardship letters for signature by executives, board members, and key volunteers.
- Collaborates with fundraising team to implement acknowledgment and recognition procedures for major and leadership gifts that are consistent across audiences.
- Identifies best practices at other organizations for stewardship planning and operation; ensures that all donors are “touched” at least three times annually and documented in Raisers’ Edge.
- Works in collaboration with the Prospect Research and Events Coordinator to prepare summaries that serve as background for executive meetings and conversations with major and leadership donors and prospects.
- As needed, works with the Prospect Research and Events Coordinator to arrange cultivation and recognition events involving donors; attends stewardship, cultivation and recognition events.
- As needed, plans, manages and executes large meetings and events that advance donor involvement, cultivation and stewardship for major and leadership gifts.
- Supports a process that prompts executives and assists them in maintaining personal contact with major and leadership donors and volunteers.
- Works closely with the Vice President and directors to develop and write communications materials, proposals, and presentations materials to insure the efficient pursuit of private funding.
- Writes or edits documents including fundraising proposals to individuals, foundations and corporations; fund-raising publications; communications materials, such as press releases, cultivation, solicitation and acknowledgment letters, and official institutional policy and definitive statements of fundraising opportunities to a variety of external audiences including Board, major and leadership donors and prospects, members, corporations and foundations and the general public.
- Interviews key staff and faculty, and manages the generation of documentation of gift opportunities related to institution-wide advancement priorities of the President, Vice President for Institutional Advancement, and all institution units.
- Develops advancement position papers; oversees production from draft creation through distribution of final product.
- Executes, supervises or manages elements including: article/topic selection, research, writing/editing, vendor deliverables -- from page proofs and blue lines to mail house operations.
- Participates in working groups to plan, coordinate and execute original communications products and publications related to special events and programs.
- Develops content for information brochures; reviews and edits drafts of correspondence, reports, and brochures for mass distribution; drafts articles and reports on the status of major initiatives for distribution to prospects, the general public, volunteer support groups, and special interest groups.
- Produces bi-weekly Fisk University News & Events using Blackbaud NetCommunity software.

**SECONDARY FUNCTIONS**

In addition to the performance of essential functions, this position may be required to perform varied high level functions, with the percentage of time performing each function to be determined by the Vice President for Institutional Advancement, based upon the particular requirements of the Division of Institutional Advancement, the University and/or the specific project underway.
- Promotes the mission of Fisk University in a professional manner
- Participates in professional development activities that support the position and its role in the Division of Institutional Advancement.
- Performs other duties as needed or assigned by the Vice President for Institutional Advancement.

**ORGANIZATIONAL RESPONSIBILITY**

No direct reports.
SPECIFIC JOB KNOWLEDGE, SKILLS AND ABILITIES

- Ability to work independently and collaboratively in a fluid organizational environment
- Ability to maintain confidential information with tact and discretion
- Understanding of the importance of setting a proper tone for the Division of Institutional Advancement
- Minimum of 3-5 years of experience with Word, Excel, PowerPoint and Internet Explorer; InDesign and Raisers’ Edge experience preferred
- Outstanding verbal and written communication skills;
- Excellent interpersonal and organizational skills with strong attention to detail
- Ability to work with a wide variety of constituents
- Ability to be flexible, highly adaptive to change, multitask, and manage multiple projects
- Possesses energetic and ambitious personality

QUALIFICATIONS

Education: Bachelor’s Degree from an accredited college/university, required; master’s degree preferred.

Experience: Five years of managerial or leadership support experience required; Experience within an educational setting preferred.

Licenses or Certificates: None required.

Additional Requirement: A background and/or credit check will be required of the successful applicant. An official transcript (if applicable) and names, addresses and phone numbers of three (3) references will be required of the successful applicant.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to handle or feel; reach with hands and arms; talk and hear. The employee may regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

Normal office conditions. The noise level in the work environment is usually moderate.

This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform from time to time.