



The Taft School

110 Woodbury Road
Watertown, Connecticut

POSITION DESCRIPTION

JOB TITLE:	Advancement Communications Manager
DEPARTMENT:	Marketing and Communications
REPORTS TO:	Director of Marketing and Communications
SALARY RANGE:	Salary Commensurate with Experience
POSITION / FTE:	1.00 (Full Time Non-Exempt)

Job Purpose:

Reporting to the Director of Marketing and Communications and working closely with both the Communications Office and the Advancement Office, the Advancement Communications Manager will help conceptualize and develop compelling communication and fundraising material across different media to support Taft's philanthropy and engagement program. This will include developing communications for the school's annual giving and parent giving, major gifts, donor relations, planned giving, and events.

Position Requirements:

The duties and responsibilities of the Advancement Communications Manager include, but are not limited to:

- ◆ Serve as primary gatekeeper for messaging and content originating in the Advancement Office.
- ◆ Work with the Communications and Advancement Offices to develop and manage a donor-centered communication plan that will strengthen relationships between the school and its constituents.
- ◆ Write for and assist with production of advancement communications and publications including solicitation and thank you letters, advertisements, brochures, newsletters, videos, invitations, and donor-focused social media content.
- ◆ Identify and tell engaging donor, volunteer, and student impact stories via a range of print and digital media.
- ◆ Create clean, well-written, well-researched, and persuasive copy for a variety of print and digital media.
- ◆ Assist with the Taft Bulletin, including writing and editing as needed, researching and interviewing alumni, and proofreading.

Working closely with and taking direction from the Editor of the Taft Bulletin, this position will also serve as the Bulletin's Class Notes Editor. Specific duties and responsibilities of the Class Notes Editor include, but are not limited to:

- ◆ Act as primary liaison for close to 80 alumni class secretaries for notes and photos for the class notes section of the magazine. This work includes assisting class secretaries with the creation of new email lists for each class, finding new secretaries, and tracking non-responsive ones.



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- ◆ Edit and format alumni/ class notes for each issue, including organizing incoming photos and writing captions for all photos.
- ◆ Organize, write, and edit milestone list and other “back of the book” material.
- ◆ Assist Bulletin editor with review of magazine proofs.
- ◆ Work with database manager to ensure the updating of alumni records upon notification of births, deaths, marriages, job changes, etc. Send update report to the Advancement Office.

Minimum Desired Qualifications:

- ◆ Bachelor’s degree required.
- ◆ Strong written and verbal communication skills.
- ◆ Excellent proofreading and editing skills.
- ◆ Experience writing and editing for print and electronic media.
- ◆ Experience in project management with external and internal clients.
- ◆ Proven ability to adapt to changing technologies.
- ◆ Proven ability to multi-task and work independently, and manage projects.
- ◆ Position requires ability to work on deadline in a diverse environment with a variety of people.
- ◆ Competence with Microsoft Word and Finalsite required. Familiarity with Blackbaud’s Raiser’s Edge, Adobe Photoshop, and Adobe InDesign helpful.
- ◆ Familiar with HTML5/CSS, Veracross, Excel, Photoshop, and InDesign.
- ◆ Appreciation of the mission of private boarding schools is essential.
- ◆ Position requires excellent attention to detail, confidentiality and ability to work in a diverse environment.
- ◆ Collaborate effectively with a range of constituents including employees, students, parents, and alumni as well as vendors.
- ◆ Work well independently and as a part of a collaborative team.
- ◆ Work some evenings and weekends.

The Taft School is an affirmative action-equal opportunity employer. It is the policy of The Taft School to provide equal employment opportunities to all qualified individuals without regard to age, gender, race, color, national origin, ancestry, religion, actual or perceived disability, marital status, sexual orientation, gender identity or expression, veteran's status, genetic predisposition or any other class protected by law.