

Sul Ross State University
Position Description

Official Title: Advancement and University Relations Coordinator (Part-time/Temporary)
Salary Group: 2 - Unclassified **Job Code:** 3105

Summary

Function: Provide administrative support to the Associate VP for Advancement and University Relations in supervising office staff, fundraising campaigns, special events, marketing, and public relations.

Scope:

Duties

Essential: Closely plan and coordinate with respective Directors special events and fundraising campaigns, including logistical arrangements. Represent the University at various community events and meetings. Maintain close, positive working relationships with donors, executive staff, faculty, and University staff. Work with the Advancement team to formulate goals and basic strategies for accomplishing the objectives of each program assigned to or developed by the Office for Advancement and University Relations. Identify and solicit donors to the University through direct mail and telemarketing; Serve as an active prospect identifier by targeting prospects, managing, and conducting confidential prospect research; Develop online giving program; Develop and implement a comprehensive annual appeal program, including strategies to incorporate alumni groups, e-campaigns, giving societies, focusing new donors, and increasing average gift amounts; Coordinate and manage all aspects of telemarketing campaign; Plan and implement multiple direct mail appeals annually. Provide written reports and information as requested. Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

Non-Essential: The incumbent must have the ability to get along with others, follow directions, and work well under stressful conditions. The incumbent must be able to work a defined schedule, work overtime as required, and have the ability to meet deadlines. The incumbent must have the ability to perform all other duties as assigned. The incumbent must be able to travel as required.

Supervision

Received: Reports to Associate VP for Advancement and University Relations

Given: Oversees the office staff.

Education

Required: Bachelor's Degree in communications, marketing, public relations, business, public administration or relevant field.

Preferred: Master's Degree in communications, marketing, public relations, business, public administration or relevant field.

Experience

Required: 1-3 years of experience in professional fundraising, marketing, public relations, or equivalent.

Preferred: Event planning experience and experience working with volunteers; Must possess knowledge of fundraising principles and practices and maintain a professional, polished demeanor; Bilingual in Spanish.

Equipment/Skills

Required: Detail-oriented, with strong organizational, analytical and planning skills; Initiative and independence in carrying out responsibilities; Excellent organization skills with an ability to prioritize and manage multiple tasks and a variety of demands; Strong self-motivation and the ability to work as a team member; Commitment to maintain a high degree of accuracy in donor records; Must be computer literate, especially database and spreadsheets, and standard office equipment; Demonstrated ability to work effectively with people of diverse backgrounds and promote a positive working environment, spirit of cooperation and positive reactions to change and conflict resolution; Demonstrated ability to communicate effectively, both written and oral, and relate well to students, faculty, staff, diverse audiences and others while maintaining appropriate confidentiality; Demonstrated motivational and problem solving capabilities with a high degree of integrity, ethics, and dedication to the mission of the University.

Preferred:

Working Conditions

Usual: Within the general range of an office environment; Must be able to work in an environment of constant demands and frequent interruptions; Position is Security Sensitive.

Special:

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.

Date revised: