



Working Title: Communications Specialist
Market Title: Communications Specialist (103287)

Marketing and Communications Team
Office of University Development

Reports to: Director of Communications

Supervises: N/A

Position Summary: The Communications Specialist will coordinate communications activities of the Marketing and Communications department in the Office of University Development by planning, researching, writing, and editing feature stories and other content to raise awareness about the impact of philanthropy at U-M; provide stewardship to donors; foster communications within the university-wide Development Community; promote fundraising across a variety of communications channels; and helping develop strategy. Provide a wide range of communications support to our development colleagues at U-M.

Characteristic Duties & Responsibilities:

Storytelling and editing for Leaders & Best channels (35%)

- Write articles of various lengths and subjects for Leaders & Best storytelling channels including Leaders & Best Magazine, Leaders & Best e-newsletter, Michigan Giving Stories & News page.
- Focus on long-form storytelling, develop feature articles after reporting, research, and interviewing sources, often university leadership, including deans, directors, and other leaders, as well as prominent donors.
- Collaborate with the Communications and Creative Services teams in Marketing and Communications to determine strategic direction of Leaders & Best communications
- Collaborate with colleagues across campus to gather and develop story ideas
- Edit and proofread content for Leaders & Best storytelling channels
- Work with video team on scripting, copy for lower thirds, proofreading, and other editorial assistance as needed.

Fundraising and partner communications (20%)

- Work with OUD partner teams to create outreach and other collateral materials, provide editorial assistance and guidance, and more.
- Write and copy edit annual giving solicitations
- Edit donor impact reports and various stewardship communications
- Collaborate with gift officers to research and write fundraising proposals and cases for support
- Write copy as needed for Giving Tuesday and Giving Bluesday



Digital content (20%)

- Develop a wide range of copy for website including brief, marketing-style copy to longer webpage copy for Michigan Giving website
- Research stories to be featured on website for select digital marketing campaigns
- Develop, research, and write other digital communications copy as needed

Marketing and branding campaigns and events (15%)

- Working with creative services, developing copy for a range of marketing and branding deliverables including advertising, flyers, posters, environmental signage (banners, digital signs, table tents, etc.)
- Work event materials including invitations, event print materials, and others
- Maintain and strengthen brand voice

Executive and internal communications (5%)

- Write talking points, scripts, emails, and other materials for leaders to present to high-level donor, alumni and university audiences as needed
- Provide content for and copy edit multiple internal communications

Miscellaneous communications responsibilities (5%)

- Collaborate with Project Management team to develop new processes for team-wide projects between the Creative Services, Project Management and Communications teams within the Marketing and Communications department
- Work cross functionally within OUD Marketing & Communications to ensure project coordination and collaboration
- Perform other duties and projects as assigned

Required Qualifications:

- 4 years professional experience or a Bachelor's degree
- 3+ years of writing experience in PR, communications or related field
- Excellent written, verbal communication and interpersonal skills
- Proofreading skills; spelling, grammar and punctuation
- Ability to collaborate with other departments and team members
- Ability to compose and communicate efforts for several audiences
- Ability to set priorities, handle multiple assignments and deadlines
- Demonstrated ability to handle confidential materials and situations with discretion
- Initiative and creativity