

# Manager, Advancement Marketing

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## Position Details

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### Position Information

<b>Position Title</b>	Manager, Advancement Marketing
<b>Department/Unit</b>	Advancement
<b>Location</b>	Halifax
<b>Posting Number</b>	S109-20
<b>Employee Group</b>	None
<b>Position Type</b>	Temporary
<b>Duration of Contract (if applicable)</b>	One (1) year
<b>Employment Type</b>	Full Time
<b>Full-time Equivalency (FTE)</b>	1.0
<b>Salary</b>	Salary will be commensurate with qualifications and experience (\$32.50 - \$37.50 per hour).

### Classification

### Provisional Statement

### About Dalhousie University

Dalhousie University is Atlantic Canada's leading research-intensive university and a driver of the region's intellectual, social and economic development. Located in the heart of Halifax, Nova Scotia, with an Agricultural Campus in Truro/Bible Hill, Dalhousie is a truly national and international university, with more than half of our 19,000 students coming from outside of the province. Our 6,000 faculty and staff foster a vibrant, purpose-driven community, that celebrated 200 years of academic excellence in 2018.

### Job Summary

As a member of a high-performing, results-oriented Advancement group, the Manager, Advancement Marketing will play an active role in achieving the University's strategic fundraising goals. Reporting to the Associate Director, Advancement Marketing, you will be a member of an eight-person team responsible for leading marketing, communications and donor relations activities that support the acquisition and retention of philanthropic support for the University. As the successful candidate, you will use a strategic approach to research, analyze, write and develop a wide range of marketing, communications and donor relations assets (both digital and print) that inspire, motivate and engage donors and prospects. You champion best practices in development writing, marketing and communications, providing advice and guidance to other units within Advancement and across the University.

### Key Responsibilities

- Develop and manage the production of marketing and communications collateral and content to support fundraising and alumni engagement, including fact sheets, profiles, feature stories, videos, and website content.
- Develop and manage the production of materials for project-specific and university-wide fundraising campaigns, including white papers, cases for support, proposals and newsletters.

- Implement a variety of donor recognition and stewardship communications activities to show gratitude and the impact of philanthropy to key audiences.

- Provide communications advice, planning and support for Annual, Major, Legacy and Principal Gifts programs.

## Note

## Qualifications

Undergraduate degree in public relations, marketing, or journalism plus approximately five to seven years progressive experience in a public relations or fundraising context (or equivalent combination of training and experience). Ideally the selected candidate will hold a Master's degree. Exceptional communications skills, including superior persuasive writing abilities are essential. Must have demonstrated ability to manage large and small projects and budgets autonomously. Knowledge of post-secondary education policies and procedures; professional development in communications and marketing; best practices with respect to fund raising communications; and knowledge of public affairs, local, national and international are required.

## Job Competencies

## Additional Information

## Application Consideration

Applications from university employees and external candidates are given concurrent consideration. Among short listed candidates, university employees will be given special consideration.

We thank all applicants for their interest, however, only candidates selected for an interview will be contacted.

## Diversity Statement

Dalhousie University is committed to fostering a collegial culture grounded in diversity and inclusiveness. The university encourages applications from Indigenous persons, persons with a disability, racially visible persons, women, persons of a minority sexual orientation and/or gender identity, and all candidates who would contribute to the diversity of our community. For more information, please visit [www.dal.ca/hiringfordiversity](http://www.dal.ca/hiringfordiversity).

## Posting Detail Information

Number of Vacancies	One
Open Date	07/20/2020
Close Date	08/10/2020
Open Until Filled	No

## Special Instructions to Applicant

Quick Link for Direct Access to Posting <http://dal.peopleadmin.ca/postings/3993>

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## Supplemental Questions

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Required fields are indicated with an asterisk (\*).

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## Documents Needed to Apply

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Required Documents

1. Résumé / Curriculum Vitae (CV)

Optional Documents

1. Cover Letter