Director of Marketing and Communications for Alumni and Development

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Type: Full-Time
Salary: $80,000 - $90,000 per year
Posted: 4 days ago
Application Due: Open Until Filled
Category: Alumni Relations; Communications, Marketing, and Public Affairs
About Hofstra

Hofstra University is nationally ranked and recognized as Long Island's largest private university located in Hempstead, N.Y. When you work at Hofstra, you join a team of talented professionals committed to preparing students for the challenges of tomorrow, in an environment that cultivates learning through the free and open exchange of ideas for the betterment of humankind. The work we do at Hofstra supports the education and well-being of our students, and the workforce of the future. While working towards this mission, employees can take advantage of many enriching experiences on campus. Whether it's a

lunchtime lecture, a Division I NCAA athletics game, a musical concert, a theatre performance, or a visit to one of our two accredited museums, there is always something exciting to do at Hofstra. Enjoy the ease of going to the fitness center, taking a swim, or grabbing a bite to eat without having to leave our beautiful campus! Hofstra University is dedicated to recruiting and retaining a highly qualified and diverse academic community of students, faculty, staff, and administrators respectful of the contributions and dignity of each of its members. We welcome applications from individuals of all backgrounds and experiences and are committed to building a diverse and inclusive community.

Position Number: 896415

Position Category
Administration

School/Division: Office of Vice Pres. of Development (division)

Description

The Director of Marketing and Communications for Alumni and Development will report to the Senior Vice President for Development and Alumni Affairs . This position is responsible for playing a key role in enhancing the visibility and reputation of Hofstra University focusing on the target audience of donors and alumni. The Director will support philanthropic efforts, and strengthen relationships with Hofstra's alumni and donors through strategic marketing and communications initiatives. The successful candidate will be a forward-thinking team player, with a passion for higher education and a proven track record of developing and implementing comprehensive marketing and communication strategies to engage alumni, donors, and stakeholders.

Responsibilities include, but are not limited to:

- Develops and executes strategic marketing and communication plans to promote alumni engagement, fundraising campaigns, and donor stewardship initiatives.
- Serves as an excellent written and oral communicator with the ability to articulate matters of complexity and nuance to the target audience of alumni and donors.
- Collaborates with and supports senior leadership, development officers, and alumni relations staff to identify opportunities for engagement and create content that supports their initiatives.
- Works with marketing and communications teammates to create impactful content for various alumni and development communication channels, including print publications, email newsletters, social media, websites, and digital platforms.
- Oversees all alumni and development marketing and communications material to ensure consistency in messaging and visual representation.

- Utilizes data analytics, AI, and performance metrics to evaluate the effectiveness of marketing campaigns and communication strategies and make data-driven recommendations for optimization and improvement.
- Stays informed about trends and best practices in alumni relations, development, and marketing communications, and incorporate innovative strategies to enhance engagement and support.
- Performs other related duties as assigned.

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or related field required.
- 5 - 7 years of progressively responsible experience in marketing, communications, alumni relations, or development, preferably in higher education or nonprofit sector.
- Strong strategic planning and project management skills, with the ability to prioritize and manage multiple initiatives simultaneously.
- Excellent written and verbal communication skills, with a keen eye for detail and proficiency in crafting compelling messaging for diverse audiences.
- Proficiency in digital marketing tools and platforms, content management systems, and social media management.
- Strong organizational and collaborative skills.
- Knowledge of fundraising principles and practices, including donor cultivation, solicitation, and stewardship.

EEO Statement

Hofstra University is an equal opportunity employer and is committed to extending equal opportunity in employment to all qualified individuals without regard to race, color, religion, sex, sexual orientation, gender identity or expression, age, national or ethnic origin, physical or mental disability, marital or veteran status or any other characteristic protected by law.

Salary/Salary Range: $80,000 - $90,000

Hofstra University is an equal opportunity employer, committed to fostering diversity in its faculty administrative staff and student body, and encourages applications from the entire spectrum of a diverse community.

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- Alumni Relations
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