Director of Experiential Communications (10008343)

higheredjobs.com/search/details.cfm

Job Description

Please excuse any formatting errors on this job description. This is a known systems issue we are working on fixing.

The **Director of Experiential Communications** is a key contributor within Vanderbilt University's Development and Alumni Relations (DAR), joining a dynamic, growing team at a pivotal moment of institutional expansion.

This new role shapes how the university tells its philanthropic story through innovative, adaptive strategies and creative storytelling. You will contribute to the development and execution of integrated communications strategies that engage and inspire Vanderbilt's broad community of supporters-including alumni, parents, donors and unaffiliated audiences-while demonstrating the impact of philanthropy and engagement.

This work spans a range of communications efforts, from broad-based messaging and appeals to targeted engagement strategies across print and digital channels. In partnership with colleagues across Development and Alumni Relations (DAR), DAR Communications (DARComm), Communications and Marketing (MarComm) and university stakeholders, you will shape compelling narratives and deliver coordinated communications across touchpoints including email, newsletters, event communications, social media and video.

About the Work Unit:

Development and Alumni Relations (DAR) secures the philanthropic and volunteer support required to advance Vanderbilt University's mission. DAR leads the identification, cultivation, solicitation, and stewardship of individuals and organizations whose goals align with Vanderbilt's strategic priorities. DAR strengthens lifelong engagement among alumni, families, donors, and partners.

You can find more information here: https://www.vanderbilt.edu/dar/

Key Functions and Expected Performance:

- Collaborate with DAR teams (including Alumni Engagement, Annual Giving, Parent and Family Programs, Leadership Programs, Donor Relations, Events, Campaign and Gift Planning) to develop and execute integrated communications strategies that support fundraising and engagement goals.
- Lead the planning, execution and evaluation of communications initiatives and projects, ensuring alignment with broader strategic direction.
- Create and guide the development of compelling content and high-level collateral for external audiences, including impact stories, one-pagers, newsletters, appeals, social media copy, event communications and process documents.
- Collaborate with MarComm and university communicators to implement aligned messaging and coordinated communications across channels.
- Work closely with editorial, digital and creative teams to produce impactful stories and supportive materials.
- Champion best practices in advancement marketing and communications.
- Manage competing priorities and project timelines to deliver high-impact work with speed and agility.
- Contribute to a culture of collaboration, innovation and continuous improvement across DARComm, the advancement enterprise and the university.
- Perform other duties and responsibilities as assigned.

Supervisory Relationships:

This position does not have supervisory responsibilities.

This position reports to the Senior Director of Experiential Communications.

Work Environment:

This position will be located in the Nashville, TN area. It will be hybrid with an expectation of being in the office about one day per week or more, depending on business needs.

Education and Certifications:

- Bachelor's degree, or the equivalent, is required.
- Advanced degree is preferred.

Experience and Skills:

- 5 years of relevant experience, or the equivalent, is necessary.
- 3-5 years of communications experience, preferably in higher education or nonprofit fundraising communications, is strongly preferred.

- Exceptional writing, editing and storytelling skills, with the ability to translate complex ideas and effectively articulate Vanderbilt's needs, interests and accomplishments into clear, compelling messages for diverse audiences.
- Excellent organizational skills, with a proven ability to manage multiple priorities, build collaborative partnerships and navigate intellectually rigorous, complex organizations effectively.
- Ability to work independently, assuming responsibility, prioritizing and carrying out duties with a minimum of supervision.
- **Proficiency in office software tools** and experience with project management tools is essential.
- Familiarity with design tools such as Canva and emerging AI tools is highly desirable.
- Highly motivated team player with strong interpersonal skills.

Required Skills

- Content Strategy - VU
- Copywriting - VU
- Digital Media Strategy - VU
- Editing - VU
- Marketing Analytics - VU
- Marketing Communications - VU
- Project Management - VU
- Stakeholder Communications - VU
- Style Guides - VU

About Us

At **Vanderbilt University** , our work - regardless of title or role - is in service to an important and noble mission in which every member of our community serves in advancing knowledge and transforming lives on a daily basis. Located in Nashville, Tennessee, on a 330+ acre campus and arboretum dating back to 1873, Vanderbilt is proud to have been named as one of "America's Best Large Employers" as well as a top employer in Tennessee and the Nashville metropolitan area by Forbes for several years running. We welcome those who are interested in learning and growing professionally with an employer that strives to create, foster and sustain opportunities as an employer of choice.

We understand you have a choice when choosing where to work and pursue a career. We understand you are unique and have a story. We want to hear it. We encourage you to apply today so that you might become a part of our story.

Vanderbilt University is an equal-opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran, or any other characteristic protected by law.

Job Info

- Job Identification 10008343
- Posting Date 05/22/2026, 10:38 AM
- Locations Nashville, TN, United States (Hybrid)
- Apply Before 06/15/2026, 11:00 AM
- Job Schedule Full time
- Job Category Marketing & Communications
- Job Function Digital Marketing & Content Strategy
- Management Level Individual Contributor 3