



**Virginia Union University
1500 N. Lombardy Street
Richmond, VA 23220**

**Vacancy Announcement
Communications Writer
Division of Institutional Advancement**

Reporting to the AVP of Communications, the Communications Writer is responsible for writing and editing print and digital communications targeting students, parents, alumni, philanthropic entities of all types, media, and friends of Virginia Union University. These communications are designed to increase understanding of and advancement support for the University. The Communications Writer works collaboratively with colleagues to develop strategies and tools to help the university nurture enhanced relationships with various audiences.

General Description and Responsibilities:

- Partners with leaders in development and communications to identify advancement communications needs, develop and implement annual communications plan, align messaging across units and make strategic use of various digital and print communications vehicles.
- Maintains advancement communications calendar to assist with scheduling and pacing communications projects, overseeing project development from initial concept meeting through launch or delivery.
- Serves as lead writer and/or editor for a range of collateral, including but not limited to: case statements, annual reports, e-newsletters, university communications materials, planned giving materials, videos and content for the university magazine.
- Coordinate with major and principal gift officers to develop and implement content strategies for reaching donors and volunteers.
- Collaborate with Communications staff to manage the production calendar and produce projects on time and on budget.
- Write and edit brochures, feature articles, newsletters, stewardship materials, gift proposals, annual reports, direct mail content, web content, visual communications, and other communications.
- Interview donors, faculty, and students for writing assignments, as well as other alumni, parents, and friends of the University as needed to develop supplemental materials such as biographies, backgrounders, and executive talking points, scripts, and presentations.
- Supports the drafting and development of strategies for social media and web communications; advises and assists colleagues throughout the division with social media and web content.

- Provides editorial assistance, support, and guidance, coordinating publications, photography and videography as needed.
- Ensures brand and messaging consistency across all platforms of communications.
- Serves as a member of the communications office content strategy group, participating in the development of story ideas and the strategic integration of key messages and institutional storytelling.
- Writes and edits feature stories and profiles in support of communications and advancement initiatives.
- Covers university events.
- Ensure all communications produced adhere to University brand and style guidelines.
- Additional related duties as assigned.

Qualifications:

- Bachelor's degree in English, Journalism, Writing, Communications, or a related field required
- A minimum of three years of experience writing professional fundraising communications or other relevant work experience required
- Experience in a higher education or other non-profit setting preferred.
- Experience developing content and communications for donors
- Experience writing for multiple platforms, including print, email, web, and social media
- Understanding of higher education advancement campaigns and fundraising communications strategies
- Excellent interpersonal, verbal, and written communication skills; an aptitude for collaborating with others
- Meticulous attention to detail including proofreading and excellent grammar
- Working knowledge of editorial style standards (AP Style and University Style) and copywriting techniques
- Ability to balance multiple deadlines in a fast-paced work environment.
- Demonstrated proficiency with Microsoft Office, particularly Word, Outlook, and PowerPoint

Salary: Commensurate with experience

Applications Deadline:

Review of candidate materials will begin immediately and continue for 30 days after the position is posted. Applications should include a resume with three references and a cover letter and should be emailed to Resumes@vuu.edu. Please call (804) 257-5841 with any questions.

The selected applicant may be required to submit to a background investigation. VUU is an Equal Opportunity Employer. We consider qualified applicants with regard to race, color, religion, sex,

national origin, sexual orientation, disability, gender identity, protected veteran status, or other protected class.

For more information about Virginia Union University, visit <https://www.vuu.edu/about-vuu>

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