Virginia Union University (VUU) was founded in 1865 in the heart of Richmond, VA. Over the past 156 years, the university has become a premier liberal arts urban institution of higher education and center of excellence for the preparation of students and the development of leaders for tomorrow’s world.

With input from advancement’s leadership, campus administrators and donors within every constituency, the Sr. Director must effectively drive implementation and deliver results through a myriad of fast-paced marketing and communication activities. Such deliverables include, but are not limited to, strategic communication planning and execution, branding, marketing, media monitoring and measurement, content generation and management through print, broadcast, web and social channels. This position is part of the Institutional Advancement Leadership team and reports directly to the Vice President of Institutional Advancement.

**Duties and Responsibilities:**

Specific duties may include and are not limited to the following:

- Lead the development of communication plans, visual identity and style guides, and other materials to aid in the development of fundraising activities and campaigns
- Collaborate, create, manage, coordinate and execute all communication and marketing strategies and implement tactical plans that meet and exceed organizational expectations.
- Oversee the activities and work of others within the Branding and Marketing department
- Manage the conceptualization, design and production of various publications and collateral
- Support a culture of excellence and ensure a positive donor experience by continually optimizing communications activities by conducting market research, testing messages, analyzing the communications activities of peer institutions, reviewing website analytics and assessing social media performance
- Collaborate and provide overall communications direction with other outreach units within the advancement division including: stewardship and donor engagement, annual giving, gift planning, alumni relations, university-wide development and athletics

**Qualifications:**

- Bachelor’s degree or a master’s degree in a related field
- Knowledge of marketing media and funding sources
- Ability to gather data, analyze information, and prepare reports
- Database and records management skills
• Knowledge of marketing strategies, processes, and available resources
• Basic knowledge of writing for search engine optimization (SEO) and social media
• Excellent writing, proofreading, and editing skills
• Ability to manage multiple projects and deadlines effectively

**Salary:** Commensurate with experience

**Applications Deadline:**

Review of candidate materials will begin immediately and continue until the position is filled. 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 without 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](https://www.vuu.edu/about-vuu)

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