#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Senior Integrated Engagement Manager

**Job Number:** X-409 | VIP: 1698

**Band:** EXEMPT-6

**Department:** Alumni Engagement & Services

**Supervisor Title:** Associate Vice-President, Philanthropy and Alumni Engagement

**Last Reviewed:**  April 20, 2022

#### **Job Purpose:**

Reporting to the Associate Vice-President, Philanthropy and Alumni Engagement, the Senior Integrated Engagement Manager will be responsible for delivering world-class integrated virtual outreach and engagement strategies supporting all donor and alumni program areas.

The role oversees strategic engagement planning and project management to deliver messaging, narratives and multi-channel promotions that exemplify the University's brand and strategic direction while connecting strongly with key audiences. The position will consult and advise with senior leadership at faculties, colleges, and centres to best leverage digital and traditional platforms to boost exposure and demonstrate the impact of alumni and philanthropy on the University.

The position leads specialists in the collaborative creation of a wide variety of inspired and compelling engagement materials and methods (e.g. print, video, web based, social media, etc.) with the goal of informing and engaging donors, prospective donors, and alumni, and highlighting the impact and importance of philanthropy and alumni engagement. The Manager is also responsible for creating tactics and tools for mass appeals and face-to face asks to directly support fundraising, and encouraging audiences to give, attend or get involved.

The Senior Integrated Engagement Manager is the department’s liaison with the University’s Communications team, plays a key role on the Integrated Communications Committee, and works closely with the Manager of Communications to ensure alignment and support of University priorities such as reputation and profile, philanthropy, recruitment, and research, ensuring strong collaboration around content development.

#### Key Activities:

##### Strategic Planning

* Working with the External Relations & Development (ER&D) operating plan and other key strategic institutional documents, develop, implement, and maintain a strategic outreach and engagement plan that delivers the philanthropic campaign’s brand identity, broadens awareness and visibility across key stakeholder audiences, and engages these audiences in the University’s advancement activities.
* Collaborate closely with ER&D colleagues in legacy giving, annual giving, major gifts, stewardship, alumni engagement, and advancement services, to develop and execute integrated strategies to help the portfolio meet and exceed annual and multi-year fundraising, engagement, stewardship, and participation goals.
* Research donor and alumni behavior, staying on top of best practices and evolving trends in Advancement. Oversee alumni engagement surveys and other tools to gain an understanding of the best tools to achieve engagement goals.
* Develop proactive, out-of-the-box strategies to increase synergy, innovation, communication, collaboration, and efficiency across Philanthropy, Advancement Services & Alumni Engagement teams to help with effectiveness and ROI of initiatives.
* Develop a timetable and manage workflow to ensure that donor and alumni engagement and any relevant campaign and promotional elements are integrated into broader Trent University marketing / communication cycles, have considered stakeholder approvals, and are delivered on time.

##### Execution of Outreach and Engagement Plan

* Create outreach and engagement strategies that will allow ER&D staff to cultivate and enhance meaningful relationships with targeted external audiences, including high net worth individuals, corporations, foundations, and the general community.
* Oversee the implementation of strategies via multi-channel deliverables across Philanthropy, Advancement Services & Alumni Engagement.
* Ensure appropriate pacing and limit oversaturation to key constituents, as well as to ensure projects remain on schedule.
* Supervise and ensure quality of writing, coordination and production of fundraising and alumni communications/promotional materials (both print and e-communications) such as TRENT magazine, giving proposals, grant applications, campaign collateral, e-newsletters, profiles and daily news stories, media releases, and event invitations.
* Review and edit all outgoing materials to ensure messages are clear, consistent, and error-free and appropriate for the intended audiences.
* Oversee all design, illustration, and creative work and ensure it adheres to established branding and use-of-name guidelines.
* Facilitate appeal materials to the general annual donor pool, including direct mail, email, and social media components.
* Look for opportunities, collect data, stories and evidence that will enable donor reporting, program profiling and demonstration of donor and volunteer impact.
* Write top-level materials that reflect the voice of the University, including on behalf of the VP External Relations & Advancement, AVP Philanthropy & Alumni, Trent University Alumni Association President, and other senior leaders and key volunteers, including but not limited to speaking notes for Alumni Awards and donor celebrations, quotes for donor announcements and emails, op/eds, appeal letters, donor stewardship letters, presentations, and donor briefing documents.
* Collaborate closely with Manager, Communications, and colleagues in Communications to ensure alignment and consistent messaging, a visible role for philanthropy and alumni in Trent communications, and to ensure reuse of content across multiple platforms.

##### Human Resources & Administration

* Manage Coordinator, Alumni Communications & Digital Initiatives and Communications Officer, Philanthropy and Alumni Engagement. Responsible for overseeing the recruitment, training, and performance management.
* Provide regular coaching and feedback and conduct annual performance appraisals for permanent staff.
* Provide parameters for the hiring, retention and use of contractors, consultants, or suppliers.
* Manage team of freelance writers and designers, overseeing all content development for use in publications, online, etc.
* Responsible for overseeing the outreach and engagement budget, associated planning, reporting and funds deployment.
* Maintain confidentiality concerning files and sensitive issues.

##### Analytics and Reporting

* Provide regular reports to director and AVP for use in strategic planning and senior level reporting.
* Oversee results tracking and analytics, analyze data and deliver insights that will inform communications strategies.
* Keep abreast of and leverage best practices and emerging opportunities.

##### Website and Search Engine Optimization

* Consult with Manager of Digital Marketing and Director of Advancement Services to implement plans to increase search engine optimization of philanthropic and alumni news and engagement opportunities.
* Manage the creation of a web redesign plan and implementation for the University’s comprehensive fundraising campaign, the alumni site, and other related pages, in partnership with Advancement Services.
* Employ the latest techniques in soliciting website user feedback through online surveys and questionnaires, making recommendations for changes and updates based on results.

##### Social Media Planning and Oversight

* Responsible for the creation of a department social media plan.
* Ensure implementation of the plan results in consistent, high quality, two-way dialogue with constituents.
* Oversee ER&D social media channels, providing leadership and recommendations on most effective uses and messaging.
* Coordinate and write ER&D content for the University’s social feeds, working in consultation with Communications managers and colleagues.
* Stay abreast of emerging trends in digital and social media.

##### Campaign and Affinity Program Promotion

* Lead production of tools and support for ER&D staff, Communications, and contracted designers to properly implement the University’s comprehensive campaign brand identity including logo and name usage, imagery, colour usage, language lexicon and messaging.
* Develop Case for Support for all of the Deans that will be reflected on a dedicated website. Work closely with the AVP for the expression of our campaign brand. Create proposals that will use the brand to articulate funding opportunities.
* Oversee various alumni related marketing material from concept to completion, such as discount and benefit offers, event promotions, affinity products and service offers, etc.
* Coordinate and oversee media opportunities; write media releases such as gift announcements, and alumni awards and accomplishments.
* Other duties as assigned.

#### Education Required:

* Honours University Degree (4 year) required. Marketing, Communications, English, Journalism, or related field would be considered an asset.
* Trent University graduate considered an asset.

#### Experience/Qualifications Required:

* At least five (5) years of related constituent engagement / communications / public relations experience, preferably with supervisory experience.
* Experience working with and responding to the needs of senior administration, preferably in a large public sector or corporate setting.
* A superior written and verbal communicator with an attention to detail and a strong ability to convey complex information to a variety of stakeholders across multiple formats.
* A storyteller who understands what motivates and inspires donors and can successfully utilize this in conveying the University’s story.
* Creative; able to identify and develop new opportunities and adapt to changing situations.
* Self-driven, self-disciplined and results oriented.
* Able to effectively manage a team, ensuring goals are met and day-to-day operations carried out.
* A curious and strategic individual who likes to collaborate and connect the dots in a fast-paced environment.
* Strong interpersonal skills in cross-functional work setting. Articulate and professional, using discretion. High customer service orientation.
* Organized. Able to oversee, manage and execute multiple projects with competing deadlines.
* Experienced in deployment of digital and social media as part of marketing tool kit.
* Able to handle confidential and sensitive information displaying tact and good judgement.
* Excellent computing (Microsoft Office, Word, Excel, e-mail, internet, PowerPoint, Mac and PC) and project management skills.
* Strong budgeting and numeracy skills.
* Good design sense and demonstrated aptitude in design and layout, photography and video production.
* Extended hours occasionally required to cover events/activities, meeting deadlines, etc.

**Job Evaluation Factors:**

Managers are requested to fill out the section below for job evaluation purposes.

##### Analytical Reasoning

*Must display an inquisitive mindset. Will regularly gather information from internal systems as well as external trends and influences, complete analysis and synthesize and evaluate information in order to determine appropriate strategies and solutions to achieve philanthropic and alumni engagement goals. Researches donor and alumni behavior, staying on top of best practices and evolving trends in Advancement. Oversees alumni engagement surveys and other tools to gain an understanding of the best tools to achieve engagement goals. The complexity of the role is tied to the multitude of projects that must be managed simultaneously, with tight deadlines. The output of work is very public in nature and special attention must be adhered to ensuring the accuracy of work that is eventually published to an extensive body of constituents in the public domain. For instance, TRENT magazine, fundraising proposals and grant applications, campaign collateral, e-newsletters, profiles and daily news stories, media releases, event invitations.*

*Planning a multitude of outreach and engagement strategies, with a high volume of output is required. A requirement to constantly look for opportunities, collect data, stories and evidence that will enable donor reporting, program profiling and demonstration of donor and volunteer impact.*

##### Decision Making

*Interacts frequently with VIPs and external stakeholders such as media and community leaders and donors. In doing so, the Manager directly represents the institution. Sound judgement is required to maintain and cultivate relations with myriad stakeholders including alumni, donors, faculty, and in the internal/external communities. Decisions are made by the Manager on messaging, commitment of resources, and reacting to difficult issues. The Manager will make strategic decisions regarding integrated communications and outreach efforts, in ways that markedly increase engagement and meet the objectives of both Philanthropy and Alumni departments. When project managing, the Manager must make decisions on the development of timelines, manage relationships with suppliers, designers and printers (including RFPs, if required), identify and write content and deliver high quality publications, messaging and materials. Their work must reflect sound judgement in order to appropriately and effectively convey University priorities and branding, balanced with campaign and donor imperatives. Requires the ability to synthesize and summarize complex information for clear communication to a large variety of diverse audiences. Necessary to apply good judgement and tact to distil and present sensitive information depending on the audience.*

##### Impact

*Actions or decisions taken by the Manager impact upon the accomplishment of External Relations and university objectives.*

*The Manager sets the strategy and directs the content and delivery channels for regular communications, announcements, news releases, website content, social media, and internal portal (myTrent). Because of the broad scope of the audience of these materials and because information is in the public domain, the role makes an important impact upon the reputation and success of the University in the eyes of donors, volunteers, alumni and the community.*

*Failing to effectively reach and engage alumni and donors will mean less financial support, volunteerism, and student referrals for the university.*

*Their work will also include preparing campaign-related public remarks for senior administration and volunteers. Before communications are made public, they will generally be approved by the Director and possibly the Vice-President, External Relations and Advancement.*

##### Responsibility for the Work of Others

*Direct Responsibility for the Work of Others:*

*- Coordinator, Alumni Communications & Digital Initiatives - Responsible for overseeing the recruitment, training, and management of this position. Assign work, supervise, and monitor progress.*

*- Communications Officer, Philanthropy and Alumni Engagement (2)*

*- Student employees (1-2) – provide direction to student employees on projects/tasks to be undertaken; review/edit written materials and photography; assist with training on various office procedures, etc.*

*- Contracted suppliers, including freelance writers, designers, photographers, and printers. Will often be first point of contact in the department for contracted suppliers. Responsible to manage work of freelance writers (assign stories, review and edit materials, provide feedback and act as mentor/provide direction for future pieces); designers (seek quotes on publications and projects, manage relationships with multiple designers); photographers (provide creative direction of photo shoots and video projects); printers (seek quotes on publications and projects, manage relationships with multiple print houses, ensure work is distributed equally, etc.).*

*Indirect Responsibility for the Work of Others:*

*- Works closely with the Digital Engagement Assistant on the development and technical delivery of web materials and mass electronic communications.*

##### Communication

*The Senior Engagement Manager writes and coordinates top-level materials that reflect the voice of the University, including on behalf of the VP External Relations & Advancement, AVP Philanthropy & Alumni, Trent University Alumni Association President, and other senior leaders and key volunteers. For instance, speaking notes for Alumni Awards and donor celebrations, quotes for donor announcements and emails, appeal letters, donor stewardship letters, presentations, and donor briefing documents. The role requires frequent consultation with various stakeholders and departments within the institution, as well as procuring services and providing direction and oversight for design, video and freelance writing from external suppliers.*

*Internal:*

*- Communications Office: the Manager is External Relations’ key liaison on the University’s Integrated Communications Committee. Will ensure support materials are consistent with University branding and messaging and enhance the relationship with donors and prospects. Will enable a visible role for philanthropy and alumni in Trent communications, and ensure reuse of content across multiple platforms.*

*- Academic community (chairs, faculty, researchers, staff): involvement in development of content for proposals and alumni engagement outreach, and to assist with the cultivation and stewardship of donors and prospects*

*- President and PVP: involvement in media releases, donor appeals and other campaign materials*

*- External Relations team members: outreach and engagement strategy input, delivery of donor and alumni communications materials*

*- Students: employment, profiles and impact stories in campaign materials*

*- Print Shop: printing of collateral materials*

*External:*

*- VIPs e.g. Honorary Degree recipients, Chancellor, guest speakers and lecturers, Board members*

*- Volunteers*

*- External content and marketing designers for communication materials*

*- Videographers*

*- Alumni*

*- Donors*

##### Motor/ Sensory Skills

*Working at workstation throughout day, responding to telephone calls, and large volume of e-mails.*

*Engaged in extensive verbal and written communication.*

*Attention to fine detail and overall presentation of professional-looking collateral materials.*

*High level of listening, comprehension and two-way communication skills. Ability to articulate messages clearly, both verbally and in writing.*

##### Effort

*All tasks requiring attention to detail and sustained attention to ensure quality and accuracy.*

*Multi-tasking requirement to advance assignments and meet multiple critical deadlines in a fast paced, changing environment.*

*Diplomacy required meetings, interactions with all internal/external audiences including media.*

*Concentration required in the face of constant interruptions, requests and emerging issues.*

*Tasks/events occasionally require travel and the transport of materials e.g. boxes of brochures, signage.*

##### Working Conditions

*At times, the work environment generates intense scrutiny of work output and key messages that will appear in the public arena. The Manager will at times be the spokesperson on events.*

*Position manages a consistent high volume of work and concurrent projects, working with multiple stakeholders.*

*Physical capacity to organize mailings, deliveries and transport an array of materials for special events/announcements.*

*Work schedule may require extended hours.*

*Tasks/events require travel and some after-hours events.*