#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Digital Engagement Assistant

**Job Number:** A-381 | VIP: 1556

**Band:** OPSEU-5

**NOC:** 1221

**Department:** Advancement Services

**Supervisor Title:** Director, Advancement Services

**Last Reviewed:**  April 21, 2021

#### **Job Purpose:**

Reporting to the Director, Advancement Services, the *Digital Engagement Assistant* provides ongoing developmental and technical support to the External Relations & Advancement website(s), electronic communications, and Net Community platforms. The position plays a significant role in the technical delivery of the University’s campaign and alumni web development, as well as the building, review, and sending of mass electronic communications. In addition, the role provides administrative support to the unit’s Director relating to these ongoing projects and other unit needs.

#### Key Activities:

**Website(s) and Net Community**

Under the direction of the Director, Advancement Services

1. Acts as the unit point-person as required in support of the development and creation of the newly envisioned Campaign and Alumni micro-sites.
2. Develops and maintains new and existing webpages as required using Blackbaud’s Net Community product and direct website coding (HTML, CSS, etc.).
3. Builds new webpage functionality and provides continuous improvements to existing website programming and parts.
4. Provides administrative and technical support to the Blackbaud Net Community user groups (alumni, donors, staff, faculty), ensuring account access, ease-of-use, and AODA objectives.
5. Provides project management and oversight of external contractors as required.
6. Builds, monitors review processes, and schedules sends of electronic communications, including the review and creation of any necessary supporting communications lists.

**Reporting, Analytics, and User Training**

Under the direction of the Director, Advancement Services

1. Sets up and monitors any necessary activity tracking software or applications (e.g. Google Analytics, Blackbaud tracking, etc.)
2. Creates and produces ongoing web and electronic communications reports; either as stand-alone reports or to provide information to existing reports (e.g. Benchmark, Fundraising, etc.)
3. Provides ongoing training and support to staff related to web and online activities; including in-person training and the production of training materials.

**Administrative Support and Other Assignments**

1. Provides administrative support to the Director, Advancement Services on positionally related efforts and in the form of routine tasks such as the creation of purchase orders, portfolio communications, etc.
2. Provides support on special projects as determined by the Director, Advancement Services.
3. Acts as a point of contact and support for other staff during absences (Donations Office, Database support, etc.)

#### Education Required:

Three year University Degree or three year College Diploma

#### Experience/Qualifications Required:

1. Minimum two years, of successful development experience using Blackbaud’s Net Community software.
2. Minimum one year, of experience using Blackbaud’s Raiser’s Edge software.
3. Demonstrated essential knowledge of tracking and producing online and electronic communications reports using industry standard tools (e.g. Google Analytics).
4. Demonstrated experience project managing externally contracted technical web development projects.
5. Demonstrated outstanding client-service skills.
6. Demonstrated analytical skills to initiate and perform queries using the Raiser’s Edge system to produce communications lists and statistical information.
7. Strong computer skills and exposure to system query generation. The candidate is expected to be well-versed using MS Excel.
8. Excellent oral and interpersonal skills, required to function effectively with University donors, major gift team, staff, faculty and other constituencies. Ability to work in a team environment.
9. Demonstrated ability to work independently, prioritize work, and independently manage multiple, diverse and competing priorities while meeting deadlines.
10. Ability to maintain confidentiality and work with sensitive information.
11. Ability to recall, recognize and communicate interrelated information pertaining to constituents, online activity, and electronic communications.
12. Flexibility to work on occasional weekends and evenings.

#### Supervision:

* No formal supervision of others is required.
* Provide guidance by helping new staff to adapt to the work environment or orienting others to work processes and methods on an ad hoc basis.

**Job Evaluation Factors:**

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

**Communication**

Internal:

* Portfolio staff: to interpret, discuss, and act on direction provided to improve and develop portfolio website(s).
* Director, Advancement Services: frequent contact to discuss reporting, technical, and administraive requirements, request reports, technical problems.
* Portfolio directors and VP: to review and discuss electronic communications and website(s) needs.
* Other University units: to coordinate academic department emails (departmental surveys), to coordinate donation related pages (College principals, athletics, etc.)

External:

* Contracted vendors: relating to website development.

**Motor/ Sensory Skills**

* Fine Motor Skills - Keyboarding
* Dexterity
* Visual – Keyboarding

**Effort**

Mental:

* Sustained concentration - Mental concentration and observation required to enter financial information concentrating on accuracy

Physical:

* Eye strain - Strain on eyes to view computer monitor
* Sitting for extended periods - Physical effort to sit at a computer all day
* Repetition - Physical effort required to sit and keyboard for long periods
* Bending, lifting - Retrieving files

**Working Conditions**

Physical:

* (N/A during pandemic restrictions) Crowded working conditions - Shares office space - Eight month a year with a student (10 hours per week)

Psychological:

* Time pressures - Required to respond to internal/external requests in a timely manner