Advancement Communications Multimedia Strategist
University of Memphis
Memphis, TN, US

Job Description
Serves as the liaison between Advancement Communication and Alumni Engagement. Provides communications support and analysis for programs and initiatives. Assists with ensuring day-to-day operations, policies, procedures, and guidelines are followed in particular areas.

Duties and Responsibilities
• Serves as the primary liaison between Advancement Communication and Alumni Engagement. Collaborates with the Director of the Alumni Association to strategize, create, execute, and assess marketing and communication strategies to support programming that will successfully engage and connect the targeted constituent base of the University of Memphis Alumni Association.
• Develops strategies for digital communication and maintains content on all contracted digital platforms; including communications templates, giving forms, and event registrations.
• Under the direction of the Asst. Director for Advancement Communication assists team members with video and media production (including social media) for events and programs including coordinating all aspects of collecting interviews and content.
• Supports the Asst. Director for Advancement Communication in strategizing, implementing, and maintaining a unified graphic style and policing brand and style guidelines across the division.
• Collaborates with alumni team members, university staff, faculty, and alumni members to strategize communications regarding issues facing the University of Memphis Alumni Association. When needed, the coordinator will research all concerns/issues and recommends possible media responses.
• Acts as a marketing and communication resource for Alumni Association event staff and the Director of Alumni Relations. Provides guidance and support in developing and executing marketing strategies.
• Other duties as assigned.

More information and how to apply here > https://workforum.memphis.edu/postings/30712

Campus Location: Main Campus (Memphis, TN)
Category: Staff (Hourly/Monthly)
Department: Advancement Services
Posting Date: 4/12/2022-4/27/2022
Base Salary: $43,500 per year
Full-Time/Part-Time: Full-Time: Benefits Eligible
Working Conditions
Minimum Position Qualifications
- Bachelor’s degree and two years of appropriate experience. Relevant experience may substitute for required education.
Special Conditions
- Must possess a valid driver’s license.
- The department is especially interested in candidates with extensive experience in marketing and graphic design, including marketing strategy development, budgeting, execution, and analysis. University event experience and familiarity with social media strategy are a plus.
- This is a repost. Current applicants do not need to reapply.

Work Schedule
- Monday – Friday, 8:00 am- 4:30 pm. May require work beyond normal schedule during events, including nights, weekends and some travel.
- While performing the duties of this job, the employee is regularly required to sit; use hands to handle, or feel; and talk or hear. The employee frequently is required to walk. The employee is required to stand for long periods and be able to reach with hands and arms; and stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision.

Special Instructions to Applicants
- All applications must be submitted online at workforum.memphis.edu.
- Applicants must complete all applicable sections of the online application to be considered for a position. Please upload a cover letter, resume, and reference list after completing your application, if required by the system. Additionally, provide an electronic portfolio of any marketing pieces (printed ads, graphics, email marketing, etc.) you have created, under Other Document 1.
- Required work experience is based on full time hours. Part time work experience will be prorated as listed.
- Candidates who are called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

Positions Supervised
- Supervises student workers as needed.

Knowledge, Skills, and Abilities
- Ability to work cooperatively a diverse team of faculty, staff, administrators, as well as alumni or other members/friends of the University community.
- Ability to work in different weather conditions during events, and possess the ability to multi-task under stress.
- Possess great customer service attitude at all times.

Additional Position Information
- Please submit an electronic portfolio of marketing pieces you have created (ex: printed ads, graphics, email marketing, etc.)

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More about the UofM and Memphis:

Nationally ranked among the top public schools by *U.S. News & World Report*, the University of Memphis is a leading academic and athletic institution. One of just three research universities in Tennessee distinguished for its research productivity, the University offers a range of educational opportunities including undergraduate, graduate, and professional degrees across 13 colleges and schools to more than 22K students.

Located in the heart of one of the most important cultural cities of America, the University of Memphis takes great pride in its deep connection to the city of Memphis and the greater Mid-South. The University reflects the richness of our local communities and firmly believes in the value of inclusion, whether in terms of race, class, sexuality, faith, or gender. With roots deep in the Delta, Memphis offers fertile ground for exploring the rich legacies of the region. As the largest city in the Mid-South, Memphis also provides a dynamic economic environment that allows access to some of the world’s most successful companies.

Employees of the University of Memphis have access to a unique set of benefits that extend well beyond competitive salaries. The University provides affordable access to health care with several options for dental, vision, and disability coverage, and offers excellent life insurance plans and robust retirement contributions (up to 9% of salary). Employees also receive a substantial annual leave package that includes several administrative holidays and up to 24 days of paid leave each year. Working for the UofM means joining a family-friendly institution committed to supporting its employees with unique opportunities such as maternity and paternity leave in addition to on-campus childcare and access to lactation suites. We are proud to offer employees priority access to our award-winning Campus Elementary School and newly established University Middle School. Employees also enjoy access to professional development opportunities such as tuition discounts for themselves and their families. Affordable access to a high-quality education allows employees to pursue their educational interests while enhancing their professional skills and trajectory.