

**BENTLEY**
UNIVERSITY**Boyden Executive Search Contact**Lisa Vuona | 508.320.6445 | lvuona@boyden.comJill Coran | 617.548.6447 | jcoran@boyden.com**Position Summary**

The Director of Advancement Communications manages and executes creative engagement and fundraising communications efforts for University Advancement. The Director oversees a team focused on strengthening alumni and donor relations at Bentley to increase pride in the community and support the university's short- and long-term strategies. This position reports to the Executive Director of Advancement Communications and Donor Relations and will also serve as an additional liaison to Bentley's Marketing and Communications partners to ensure that the messaging to external audiences of alumni, families and friends are compelling, engaging, and align with the University's overall brand.

The Director will be a strong collaborator with colleagues in both University Advancement and Marketing and Communications. They will oversee and help create and execute on a comprehensive communications plan, utilizing communications as an important point of engagement across channels. They will also ensure that the ongoing communications strategy complements that of the university, adhering to brand guidelines, design specifications, and tone and voice standards set by Marketing and Communications, partnering closely with their designers and other team members.

Essential Responsibilities

- Supports University Advancement's goals by developing a comprehensive communications strategy across digital, print, and social media channels to achieve growth in community engagement and philanthropy.
- Collaborates with University Advancement colleagues as a strategic, data-driven thought leader and innovative content creator for the development and execution of engagement and fundraising collateral including but not limited to fundraising campaigns, newsletters, stewardship, gift proposals, donor profiles, gift announcements, invitations, and brochures, for digital, print and multimedia content, to effectively reach alumni, families and donors through compelling storytelling and thoughtful outreach.
- Leads and manages the Advancement Communications team to achieve department, team, and individual goals, creating and overseeing communications plans, procedures and the

overall production schedule. Leverages additional resources available throughout Marketing and Communications.

- Oversees and helps to manage the communications and engagement aspects of University Advancement's technology and tools, working closely with Advancement Services, to ensure data integrity, optimal user experience, effective communications execution, and adherence to governance policies.
- Stays up to date with current practices, social media trends, advancements in technology, and updates in data governance and analytics, seizing opportunities, using technology to its full potential and adapting as needed to achieve successful results.
- Regularly reports out communications and engagement metrics to show progress towards University Advancement's goals and makes recommendations.
- Helps to represent the alumni and donor audience to Marketing and Communications for productions such as the Bentley Magazine.
- Define the annual strategic plan and budget for the Advancement Communications team in collaboration with the Executive Director of Advancement Communications and Donor Relations.
- Embrace and model Bentley's [positive culture principles](#), where all community members are empowered, engaged, and thriving in their work and studies. Develop a team culture that emphasizes gratitude, general reciprocity, best self, and the fundamental state of leadership.
- Balance discipline – planning and measuring – with agility and handling the unexpected.

Minimum Qualifications

- Bachelor's degree plus a minimum of seven years of professional experience in communications, engagement, and advancement communications. Non-profit or higher education development experience preferred.
- Minimum of three years managing others in a collaborative office setting.
- Knowledge and understanding of data-informed comprehensive communications strategy for engagement and fundraising.
- Has strong technical skills, knowledge, and experience in engagement, fundraising and communications technology and tools, as well as analytics tools including CRMs, CMSs, Google Analytics 4, Meta insights, and more.

- Exceptional writing and editing skills and a strong understanding of visual concepts, particularly within digital communications; expertise in core communications principles, strategies and best practices, as well as the evolving communications landscape.
- Creative self-starter with excellent organizational and planning skills to envision and innovate, oversee projects from concept to completion, and prioritize and pivot as needed.
- Strong diplomatic skills are required as well as the ability to work with senior executives, campus partners and donors.
- Ability to give guidance, pitch ideas, share and receive constructive feedback, integrate varying points of view, and adapt to evolving technologies, platforms and trends.
- Ability to inspire others, foster cross-divisional collaboration and manage by influence across a diverse organization.
- Excellent judgment and the ability to treat confidential information with discretion.
- Must be available to work outside of office hours as needed, and staff major events for the university on occasional weeknights and weekends.

Work Environment

- Ability to travel within and outside of campus for work related events and meetings; travel may occur outside of normal business hours including evenings and weekends.
- Typical office setting with extensive sitting and computer work.

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About Boyden

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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