

Job Level	Executive Director of Advancement Communications	Senior Management Level I
Problem Solving	<ul style="list-style-type: none"> * Leads, provides direction, sets design and delivery of strategic, integrated advancement/fundraising marketing and communications strategies and plans for the Division of University Advancement to include Alumni Relations, University Advancement Development, Annual Giving, Gift Planning, Corporate and Foundation Relations, CSU Events and Constituent Engagement, Donor Relations and Stewardship, and CSU's comprehensive fundraising campaigns in order to advance the overall mission of the Division and its goals in fundraising, alumni and stakeholder engagement and participation, volunteerism, awareness and pride. * Formulate, articulate, and drive strategic communications and marketing vision for CSU's comprehensive fundraising campaign utilizing innovative communications tactics to create messaging, materials and collateral to maximize awareness of the campaign and boost alumni participation and donor engagement, and activate lapsed and new donors. 	<ul style="list-style-type: none"> ▪ Problems are often not clearly defined and fundamental principles may not apply. ▪ Solutions must take into account future considerations.
Interaction/ Communication	<ul style="list-style-type: none"> * Interfaces and advises UA senior leadership in understanding, communication, and implementation Division priorities. * Leads, builds, manages and facilitates relationships and collaboration with leaders, divisions, departments, and units across CSU's campus to communicate, position, and create buy-in for UA fundraising work and the comprehensive campaign. 	<ul style="list-style-type: none"> ▪ Typically reports to a department head ▪ Reconciles multiple stakeholder views
University Impact	<ul style="list-style-type: none"> * This position is primarily responsible for creating the Advancement communications strategies for University Advancement; leading production and review of all campaign communications materials; leading campaign outreach strategies and collaborating with other communication units across campus to enhance the visibility and awareness of Colorado State University. * The Executive Director of University Advancement Communications reports directly to the Sr. Associate Vice President for University Advancement. 	<ul style="list-style-type: none"> ▪ Translates strategy into operations processes. ▪ May provide input into strategy of the department or function ▪ Must be head of a department as defined and assigned by the University for Director designation.
Financial/ Budget Responsibility	<ul style="list-style-type: none"> * Oversee and manage a budget of almost \$900,000 	<ul style="list-style-type: none"> ▪ May develop and manage a budget
People Management	<ul style="list-style-type: none"> * This position will supervise a team of 6-12 marketing and communications professional FTE (performance evaluations, pay reviews, staffing/resource planning) to include Directors of Communication, Assistant Directors of Communication, Web and Content Specialist, Content Marketing Manager, Graphic Designers, and student interns. 	<ul style="list-style-type: none"> ▪ Manages teams of primarily professional roles; may supervise project management levels ▪ People management responsibility for pay review, performance management and resource planning.