



## **Donor Communications Manager**

Full Time / Salary / Exempt

### **WORK SCHEDULE**

Monday through Friday 8:00 am to 5:00 pm

### **WORK SITE**

Onsite Bethany (some remote work possible depending on experience)

### **REPORTS TO**

Associate VP for Advancement

### **DEPARTMENT**

University Relations

### **EFFECTIVE DATE**

April 5, 2022

### **JOB SUMMARY**

The Donor Communications Manager will manage strategic donor communications with the goal of generating renewable gifts from prospects and donors. This position is primarily responsible for developing and overseeing SNU Fund communications in coordination with the University Advancement strategic plan, as well as other affinity-based segments of renewable giving. This position will also manage ongoing donor communications with the goal of engagement, impact reporting, stewardship, and customized appeals.

### **RESPONSIBILITIES**

#### **Essential Functions:**

**SNU Fund** (responsibilities include, but are not limited to, the following):

- Develop messaging for annual giving solicitation materials including direct mail, email, and other formats. Write, edit, and/or proofread all annual giving materials. Implement best practices for donor-centered communications.
- Coordinate with SNU Creative and other members of the University Advancement team, campus partners and/or outside designers and vendors to produce appeals and other materials.



- Implement a data-driven solicitation system including segmenting and personalizing appeals, and tracking and evaluating results (including donor participation, gift size, retention, upgrades, and acquisition), to meet annual giving goals.

**Affinity Giving** (responsibilities include, but are not limited to, the following):

- Manage other operational affinity giving efforts, coordinating direct mail appeals and social media donor engagement, particularly in established giving areas such as Music Patrons and Catalysts.

**Donor Communications** (responsibilities include, but are not limited to, the following):

- Manage a system of regular electronic communications with donors with the goal of informing, stewarding, and asking them to engage and give. Gather existing stories (through social media connections, email, and word of mouth) into weekly e-newsletters, with some writing as appropriate. Segment e-communications by donor constituency using our database (Raiser's Edge).
- Implement a mailed newsletter that incorporates news and donor stewardship to enhance the impact of direct mail appeals.

**Required Qualifications:**

- Southern Nazarene University is an expression of the Church of the Nazarene. According to SNU policy, all faculty and staff must possess a strong personal Christian commitment and be committed to the SNU mission to make Christlike disciples through higher education in a Christ centered community.
- An understanding of the importance of diversity, inclusion, and equity.
- Bachelor's degree with strong verbal and written communication skills, plus strong analytical skills
- Ability to work under pressure and meet deadlines
- Ability to prioritize multiple demands in fast paced work environment
- Ability to maintain positive interpersonal relationships
- Ability to work independently
- Ability to operate office equipment
- Ability to provide quality customer service
- Minimum of two years of related work experience and/or relevant training
- Typing and spelling competency
- Expertise in various computer software applications, including Microsoft Word and Excel

**Preferred Qualifications:**

- Experience in higher education fundraising or marketing
- Experience in cultivating, soliciting, and stewarding individual donor/customer relationships



- Exposure to business administration (e.g. planning, forecasting, & analysis), quality assurance and performance metrics preferred.

**Supervision Received:**

Receives supervision and work assignments from a designated supervisor, although other staff members in the unit may provide work direction.

**Supervision Exercised:**

May be responsible for supervising periodic work assignments for student employees.

Apply Online for this position at <https://snu.edu/employment/>

**BENEFITS**

Generous benefit structure including family health insurance plan (shared cost), long term disability, dental insurance, group life insurance, retirement matching, tuition remission, vacation, sick leave, personal days, and holidays.

**Updated: August 17, 2020**

**SOUTHERN NAZARENE UNIVERSITY  
DIVERSITY STATEMENT**

Southern Nazarene University values each person created in the image of God, therefore, we also desire to be a community that reflects representation of diversity. We care about inclusion and equity through the refining of our character, the way we create culture and the way we serve Christ. Our University values reconciliation through God's love.

**SOUTHERN NAZARENE UNIVERSITY  
NON-DISCRIMINATION/EQUAL EMPLOYMENT OPPORTUNITY STATEMENT**

Non-Discrimination/Equal Employment Opportunity Statement: Southern Nazarene University policy prohibits discrimination on the basis of race, sex, age, color, creed, national or ethnic origin, marital status, disability, genetic information, veterans status or any other legally protected class in the recruitment and admission of students, in all personnel actions or decisions including, but not necessarily limited to, recruitment, hiring, training, upgrading, promotion, demotion, termination and salary, and in the operation of all university programs, activities, and services. Any concerns regarding discrimination on the basis of categories listed above should be addressed to the appropriate person:

**Students contact:**

Dean of Students  
Southern Nazarene University  
Office of Student Life  
6612 NW 42nd St.  
Webster Commons, Lower Level Suite 110A



Bethany, OK 73008  
405-491-6336/ Email: [kbradley@snu.edu](mailto:kbradley@snu.edu)

**Employees contact:**

Director of Human Resources (or immediate supervisor)  
Southern Nazarene University  
6729 NW Expressway  
Bresee Hall, Room 306  
Bethany, OK 73008  
405-491-6333/ Email: [gcollier@snu.edu](mailto:gcollier@snu.edu)

**Chief Diversity Officer**

Vice-President for Intercultural Learning and Engagement  
Southern Nazarene University  
6729 NW 39th Expressway  
Bresee Suite 200  
Bethany, OK 73008  
405-491-6600/ Email: [lcrouso@mail.snu.edu](mailto:lcrouso@mail.snu.edu)

Anyone with questions or concerns regarding sex discrimination or the university's compliance with Title IX can contact the university's Title IX Coordinator:

**Executive Vice President**

Southern Nazarene University  
6729 NW Expressway  
Bresee Suite 202  
Bethany, OK 73008  
[405-491-6306](tel:405-491-6306)/ Email: [mredwine@snu.edu](mailto:mredwine@snu.edu)

**TITLE IX DISCLOSURE**

Regardless of other language in this policy notwithstanding, Sexual Harassment (including Sexual Assault, Domestic Violence, Dating Violence, and Stalking), as defined in the Sexual Harassment Policy, will be governed exclusively by the Sexual Harassment Policy and processes provided in it. All other forms of sex-based discrimination are governed by this policy, including sex-based Harassment, as defined in this policy, that does not rise to the level of Sexual Harassment as defined in the Sexual Harassment Policy.

Conduct that is initially raised through a formal complaint under the Sexual Harassment Policy may also be addressed under this policy, in the institution's discretion, when: (i) the conduct, or some part of it, may amount to a violation of this policy regardless of whether it meets the definition of Sexual Harassment under the Sexual Harassment Policy; (ii) the formal complaint, or some part of it, has been dismissed under the Sexual Harassment Policy; or (iii) a final determination of a formal complaint has been made under the Sexual Harassment Policy and separate or additional action may be necessary to enforce this policy.

Discrimination is material, adverse treatment of an individual based on a protected category.



Harassment consists of unwelcome conduct on the basis of a Protected Category that explicitly or implicitly affects an individual's employment, unreasonably interferes with an individual's work performance, or creates an intimidating, hostile, or offensive work environment.

A person's subjective belief that behavior is intimidating, hostile, or offensive does not make that behavior harassment. The behavior must create a hostile environment from both a subjective and objective perspective and must be so severe, persistent, or pervasive that it unreasonably interferes with, limits, or deprives a member of the community of the ability to participate in or to receive benefits, services, or opportunities from the university's education or employment programs and/or activities. In determining whether a hostile environment exists, the university examines the context, nature, scope, frequency, duration, and location of incidents, as well as the relationships of the persons involved.

- Non-sex-based VAWA crimes.

Note that, when addressing domestic violence, dating violence, and stalking that are not sex-based (i.e., that are not covered by the university's revised Sexual Harassment policy), the university will need to provide VAWA protections to the parties.

Under Title IX of the Education Amendments of 1972, Southern Nazarene University prohibits all unlawful discrimination on the basis of sex or gender in its educational programs and activities, except where the University has been granted exemptions from certain Title IX regulations on religious grounds, including the specific religious tenet of the University.

No individual will be subject to any form of retaliation, discipline, or other adverse action for reporting conduct in violation of the university's nondiscrimination/Equal Employment Opportunity Statement, assisting/cooperating in making a complaint, or assisting with the investigation of a complaint. Any individual who believes they have experienced or witnessed retaliation should immediately notify the appropriate member(s) of the administration as identified above. Those found to be engaging in any type of discrimination in violation of law or university policy will be subject to disciplinary action, up to and including dismissal or termination of employment.

\*Christian faith and employment at Southern Nazarene University: Southern Nazarene University is an expression of the Church of the Nazarene. It reserves the right to prefer employees on the basis of religion (Title VII, Section 702-703, U.S. Civil Rights Act of 1964).