

Human Resources
POSITION DESCRIPTION (HR 120)

CLASSIFICATION:	Administrative Support Coordinator II	DEPARTMENT:	College of Architecture and Environmental Design
WORKING TITLE:	Communications and Donor Relations Coordinator	FLSA:	Non-Exempt
INCUMBENT:			

PURPOSE:

Under the general supervision of the Assistant Dean of Development and External Relations, this position will work in collaboration with the University Development team, the five CAED Departments, and others to independently perform a wide variety of complex administrative, technical, and specialized duties in support of college development, communications, donor stewardship, and special projects. This position is responsible for a variety of communications and administrative tasks related to fundraising efforts and public relations in support of the mission of the CAED external relations office.

The College of Architecture and Environmental Design (CAED) is one of six academic colleges at Cal Poly, with more than 1,900 students, 100 faculty, and 30 staff. CAED's Office of External Relations manages development, alumni/donor/volunteer relations, marketing/communications, public relations, special events and special projects for the college.

DUTIES AND RESPONSIBILITIES:

The following examples illustrate typical work activities and are not meant to be all-inclusive or restrictive:

ESSENTIAL JOB FUNCTIONS	Daily	90%
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Communications and Donor Relations

- Perform specialized activities to enhance donor relations through communications, stewardship and campus visits.
- Respond to requests from University Marketing and Communications, University Development, University President's Office and others, such as providing data and coordinating student interviews and photos for events and promotions.
- Review and coordinate production of college marketing materials and collateral, such as proofreading and editing of one sheets, postcards, brochures. Obtain necessary approvals from University Marketing and Communications and coordinate with vendors.
- Develop and post social media content, and perform basic web editing for updates to CAED External Relations content.
- Prepare and send news releases and surveys regarding college activities, under the supervision of the Assistant Dean.
- Process and acknowledge gifts in a timely and efficient manner. Work with development staff and staff in the five departments to implement consistent acknowledgement and recognition procedures for gifts that are consistent across audiences.
- Ensure donor contact reports are added to the advancement database as needed.
- Fulfill reporting requests, such as donor contact lists, history, progress reports.
- Create and/or independently draft a wide variety of correspondences and other communications, including acknowledgement letters, campaign communications, and letters to donors; prepare and produce mailings.
- Oversee online giving programs, track pledges and ensure payment reminders are sent for multi-year pledges, under the supervision of the Assistant Dean.
- Support a process that prompts department heads and others in maintaining personal contact with major donors.
- Monitor naming requests, submission and approval.
- Assist with gathering of information for the development of written proposals and digital presentations to major donors, corporate sponsors and foundations.

- Provide resources and training to all department coordinators and staff in accessing data from the University Advancement system.
- Support strategic plan objectives.
- Maintain a highly confidential filing system for donor correspondence and donations.
- Supervise student assistants.

Administrative

- Maintain calendar and arrange meetings for the Dean and Assistant Dean as they relate to external relations functions.
- Coordinate travel and hotel accommodations for the dean, assistant dean, and others for off-campus meetings or events; prepare associated travel claim forms and reconcile p-card transactions.
- Coordinate background information/briefing packets; prepare itineraries, assemble proposals and other materials as needed for appointments.
- Provide administrative support and actively participate in the production of the magazine and other collateral, such as proofreading and editing text, selecting photos, mailing and distributing.
- Coordinate with vendors for various supply orders, such as printing, postage, gifts and branded promotional items.
- Serve as the primary contact/resource person regarding departmental policies, procedures, functions and activities.
- Greet visitors, answer telephone calls, independently respond to inquiries as appropriate, or refer and direct to appropriate office or department, based on a thorough knowledge of the functions of the external relations office.
- Maintain office budget; monitor, track and reconcile selected advancement accounts, track department expenditures utilizing the campus online systems, reviewing for accuracy; provide the assistant dean with financial reports and balance statements.
- Assist in the implementation of procedures and processes.
- Ensure compliance with applicable regulations and/or requirements governing the external relations office's operational efforts and activities.

OTHER JOB FUNCTIONS

As Needed

10%

- Perform other job-related duties and special projects as assigned
- Attend training and maintain skill currency as appropriate to safely and effectively complete assignments.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

High school diploma or its equivalent. Five years of general office support or technical experience. (Training at a vocational school or full-time college education may be substituted for two years of the required experience on the basis of one year of college education for 6 months of experience.)

LICENSES, CERTIFICATES, DEGREES, CREDENTIALS:

Possession of a valid driver's license or the ability to obtain one by date of hire.

REQUIRED QUALIFICATIONS (SKAs):

- Knowledge of web and print communication techniques, vehicles and formats.
- Ability to use desktop publishing programs to edit graphics materials.
- Excellent organizational and coordination skills with demonstrated ability to coordinate travel, calendars, special events or related activities.
- Ability to handle multiple work unit projects and priorities and coordinate projects with a broad visible impact.
- Ability to use negotiation and persuasion skills to achieve results and expedite projects.
- Working knowledge of budget policies and procedures. Ability to analyze data and make accurate projections requiring some inference.
- Ability to compile, write, and present reports.
- Demonstrated ability to work independently, with minimal supervision.
- Demonstrated ability to coordinate work and projects, serve as the primary resource to outside parties, such as vendors and top level administrators.
- Demonstrated ability to use initiative and effective time management to adapt to frequent changes and interruptions in the workday.
- Ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
- Excellent computer skills and proficiency with a variety of computer applications including word-processing, spreadsheets, databases, on-line systems, as well as electronic calendaring and email.
- Ability to adapt to changing technology, systems and software.

- Working knowledge of and ability to apply standard theories, practices, principles and techniques related to program operations.
- Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
- Ability to effectively handle a broad range of high level and sensitive interpersonal situations, and to respond appropriately to conflicts and problems.
- Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
- Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing.
- Thorough knowledge of English grammar, spelling and punctuation.
- Demonstrated ability to maintain a high degree of confidentiality.
- Working knowledge of or ability to quickly learn University infrastructure, policies and procedures.

PREFERRED QUALIFICATIONS:

- Career interest and commitment to the fields of fundraising, marketing and communications.
- Bachelor's degree (or higher) in a related field.
- Graphic design knowledge, including experience using the Adobe Design Suite (Photoshop, Illustrator, InDesign).
- Donor relations experience.
- Marketing and/or communications experience.
- Experience in web maintenance that meets ADA requirements.
- Experience in the professional use of social media.
- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.

SPECIAL CONDITIONS:

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work overtime, occasional holidays, and adjust working hours to meet special projects. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- This position classification has been defined as "Non-exempt" and is subject to overtime provisions of the Fair Labor Standards Act (FLSA).
- Must be able to successfully pass a pre-employment background/fingerprint check.