



MULTNOMAH
UNIVERSITY

EMPLOYMENT OPPORTUNITY

Date: November 2020

Open until filled

If you have questions regarding this position please contact Gina Berquist ginab@multnomah.edu, 503.251.5353

Job Title: Copywriter & Public Relations Specialist

Reports To: Director of Marketing & Communications

Mission: *To serve as the creative copywriter for all Advancement functions, including strategic efforts to better reach and engage alumni, parents and friends of Multnomah; to develop messaging for university ads, social media channels, and webpages for the Marketing department; and lead in public relations strategies while representing the university in media and public venues.*

Primary Responsibilities:

Advancement Communications

- Serve as the primary writer and editor for all Advancement initiatives, including comprehensive campaign collateral material, donor stewardship communications, alumni and parent communications, event invitations, website content, video scripting, and social media posts.
- Draft donor thank you letters and monthly receipt stories with input from the Advancement team.
- Develop repository of institutional stories (student, alumni, staff/faculty, donor) to be used on social media, email communications, gift receipts and other stewardship tools.
- Draft direct mail, email, and social media appeals in alignment within overall appeals strategy and calendar.
- In partnership with Vice President of Advancement, assist with philanthropic grant applications initiated within Advancement, as well as grant impact reports.
- Develop, write, and manage the creative content of a university annual report.
- Assist with small-scale graphic design projects as necessary for social media posts, donor presentation decks, event-specific projects and other Advancement team needs.
- Update and maintain Advancement web content and properties.

Digital, Print, and Social Media Content Development

- Write and create social media posts and bios as directed by the Director of Marketing and Communications.
- Craft compelling copy for emails, ads, web pages and additional projects for various clients in the university.
- Assist in social media strategies, working within the framework of the university's digital marketing initiative.
- Assist with updating the social media content calendar targeted to various audiences through assorted social media channels in collaboration with student employee team.
- Assist Marketing Team with writing any website blog posts, edits, and search engine optimization requested.
- Benchmark social media analytics data and create quarterly summaries of social media activity.
- Interview students, faculty, alumni, and stakeholders for university stories.
- Implement best practices for increasing search engine optimization with bios and copy on webpages.

Public Relations

- Consult with the Director of Marketing and Communications to decide which content is newsworthy with high impact. Elevate this content across a variety of platforms, including print, web, and social media.
- Write press releases for the university as directed by the Director of Marketing and Communications.
- Pursue opportunities for Multnomah to receive positive exposure in the media and the broader community.
- Develop and maintain a comprehensive list of media contacts.
- Brief news media representatives for the university at press functions.
- Under time-sensitive deadlines, prepare content for news releases, multimedia productions, social media, web-based productions, and community outreach initiatives.

MULTNOMAH UNIVERSITY

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Institutional Communications

- Lead scheduling for any closures and notify students, staff, faculty of closures or emergencies utilizing university tools and websites.
- Monitor social media with team for potential strife and develop appropriate strategy for response.
- Serve as a member of the Emergency Preparedness Committee (EPC).
- Partner with the university' s EPC to accurately draft messaging during times of crisis or emergency.

Qualifications:

Job-specific Requirements:

- Excellent written, verbal, and interpersonal communication skills.
- Ability to compose letters, reports, and other material from general comments and/or thoughts.
- Two year minimum of successful work experience in professional writing and editing. Writing samples recommended. Familiarity with AP Style preferred.
- Proficiency in Microsoft Office Suite (Outlook, Word, Excel, Power Point, etc.)
- Bachelor' s degree in either marketing, journalism, communications or related field.
- Skills in problem solving, critical thinking and decision making; flexibility and resourcefulness.
- Demonstrated ability to exercise confidentiality, discernment, and wise judgment.
- Ability to work independently and as part of a dynamic and collegial team.
- Confidence to interface with external audiences, including individuals, businesses, and other organizational contacts.
- Understanding of SEO and organizing web and social media analytics.
- Detail and task oriented; strong execution skills; efficient worker.
- Well organized and ability to work under pressure and meet deadlines. Show discernment in the use of time.
- Ability to monitor simultaneous activities.
- Ability to exercise creativity, flexibility, and resourcefulness in decision-making.
- Demonstrated initiative, organizational and leadership ability.

General Employment Requirements:

Because we believe that professionally qualified, committed Christian personnel are key to the operation of a truly Christian university, and that not only teachers, but all employees, by the pattern of their lives, serve as role models to our students, all employment positions at Multnomah contain the following relating to required personal qualities:

- Employees will have received Jesus Christ as his/her personal Savior. John 1:12
- Employees will be in basic agreement with the institution's doctrinal statement.
- Employees will believe the Bible is God's Word and standard for faith and daily living. 2 Tim. 3:16-17
- Employees will be a Christian role model in attitude, speech and actions towards others. This includes being committed to God's biblical standards for morality and sexual conduct. 1 Tim. 4:12, Luke 6:40, Col. 3:17, Titus 2:7-8, 1 Thess. 2:10 and 5:22.
- Employees will be actively involved in a local church.

This is a full-time support staff position with benefits including medical options, dental, vision, life insurance and disability benefits, also paid holidays, vacation accrual and sick time all beginning the first day of the month following one month of employment. A generous Employee Tuition Grant is available after 1 year of employment.

To Apply: Online Application available at www.multnomah.edu/careers/

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