



Contact: Paul Gargaro
Director of Advancement
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ADVANCEMENT & COMMUNICATIONS ASSOCIATE

Department: Advancement and Communications
FLSA: Exempt
Reports to: Director of Advancement/Director of Communication
Schedule: Full time / calendar year
Designation: Staff
Travel: Rare

POSITION SUMMARY

Greenhills seeks an Advancement & Communications Associate to support fundraising and stewardship objectives, internal and external communications, and associated outreach/events aimed at donors, alumni, alumni parents, current families, and prospective families. This person will help articulate and communicate the school's identity and unique characteristics to key constituents, enhancing our messaging within the Greenhills community, as well as strengthening our external marketing position. The communications and marketing efforts will ultimately contribute to retention efforts, revenue growth, and help ensure Greenhills's position in the Southeastern Michigan independent school market.

The Advancement & Communications Associate will work closely with an integrated, administrative team that includes the Director of Advancement, Director of Communications and Marketing, Director of Alumni Relations and the Registrar/Advancement Database Manager. They will collaborate with the school's administrative team, faculty, and staff to develop and execute initiatives, remain current on key issues, and to cultivate positive relationships with the school's community members.

Candidates must exhibit an appreciation of our diverse environment, inclusive of students, faculty, and staff of various races, ethnicities, sexualities, gender identities, religions, abilities, and socioeconomic backgrounds. We pride ourselves on being a warm and welcoming inclusive community.

DUTIES AND RESPONSIBILITIES

Advancement

- Work with the Director of Advancement to create an annual Advancement calendar that includes a schedule for fundraising appeals, mailings, and associated events.
- Support our Annual Giving campaign with strategic communications and solicitations throughout the year, including our online day of giving.



- In collaboration with the Advancement team, facilitate continuous updates and integration of alumni/donor data into the Raiser's Edge (Blackbaud) fundraising database.
- Work with Advancement Database Manager to execute queries/list pulls and research reports from the Raiser's Edge database.
- Archive and retrieve historic images, documents, and related materials for use in publications, alumni donor stewardship, and events.
- Provide leadership for fundraising-, alumni-, community engagement-events and activities. Staff events as needed and assist with volunteer recruitment to staff and assist.

Communications

- Make updates to photos, copy, and events on the greenhillsschool.org website as needed to ensure content remains relevant and up-to-date.
- Support the production of print materials, including Greenhills' annual print magazine, with scheduling, organization, writing, copy editing, and design updates as needed.
- Compose and send electronic communications using Greenhills style guidelines and messaging objectives. This includes producing a weekly electronic newsletter.
- In collaboration with the Director of Communications and Marketing, create and execute social media strategy and content.
- Be a resource for photographing/filming and documenting happenings on campus, including planned events and spontaneous moments.
- Oversee additions and modifications to the Greenhills calendars to ensure consistency, clarity, and accuracy. This includes being a member of the Calendar Committee.
- Post job opportunities and events to external sites to create awareness and engagement.

SKILLS AND EXPERIENCE REQUIRED

- Undergraduate degree required.
- Excellent computer skills, including proficiency with Microsoft Office applications and Google Suite, comfort with databases (Blackbaud's Raiser's Edge database experience preferred), social media proficiency, and insight into emergent technologies. Familiarity with Adobe Creative Suite (particularly InDesign, Illustrator, Lightroom, and Premier) a plus.
- Strong organizational skills.
- Ability to write smart, concise copy that effectively communicates information to a wide range of audiences in various formats (print, Web, social, etc.).
- Willingness to collaborate and work as a team-player with a range of faculty and staff throughout the school.
- Maturity of judgment under pressure; ability to resolve/mediate challenges in a timely and effective manner.
- Experience managing school/business social media presence, including Facebook, Twitter, Instagram, and LinkedIn, and creating content plans and calendars. Hootsuite experience a plus.
- Experience with website content management systems, particularly Wordpress sites.
- Digital photography and video production experience preferred.



- Experience in an educational environment (preferred).
- Excellent customer service skills.
- Patient and creative problem-solver who thinks and reacts quickly, can multitask and prioritize while working in a dynamic environment.
- Ability to manage short- and long-term projects.
- Detail-oriented, self-starter who is flexible, has strong interpersonal skills, professional and approachable with excellent verbal and written communication skills.

PHYSICAL REQUIREMENTS TO PERFORM THE ESSENTIAL FUNCTIONS

- Office environment.
- Repetitive motion, use of keyboard.
- Occasional light lifting and carrying.
- Regular standing, stooping and walking to various locations on campus.
- May work in varied outside weather conditions during special activities.
- Greenhills School property is a tobacco-free environment.

ADDITIONAL INFORMATION

Interested candidates should submit a cover letter with résumé/CV, and three references to Director of Advancement Paul Gargaro at pgargaro@greenhillsschool.org.

The essential functions and basic skills have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This position description is subject to change at any time.

Greenhills School is an Equal Opportunity Employer.

Greenhills School does not unlawfully discriminate on the basis of age, gender, religion, race, color, sexual orientation, gender identity, genetic information, disability, or national or ancestral origin in the administration of its educational policies, scholarship and loan programs, athletic and other School-administered programs, or in the administration of its hiring and employment practices.