



RUTGERS[®]
UNIVERSITY FOUNDATION

Managing Director of Communications
Rutgers University Foundation
New Brunswick, NJ

POSITION OVERVIEW

The Rutgers University Foundation seeks an uber collaborative and detail-oriented marketing communications executive to lead the Strategic Advancement Communications department and serve in an essential role as Managing Director of Communications. The Managing Director will oversee the planning, development, and execution of integrated marketing communications across Rutgers University Foundation and the Rutgers University Alumni Association.

The Managing Director will guide a talented group of marketing communications professionals as the foundation prepares for significant growth and the public launch of its comprehensive campaign. This is an exceptional opportunity to join an organization with dynamic and visionary leadership focused on advancing a donor-centric mission, and to become part of a vibrant team generating philanthropy and engagement—all helping to propel the foundation to new heights of success.

The Managing Director will report into Irene O'Brien, Vice President of Central Fundraising and Donor Engagement, and help establish an in-house agency model providing digital content marketing and strategy, creative development and execution, digital marketing and platform management, brand/licensing and digital compliance management for internal partners within Rutgers University Foundation (RUF) and Rutgers University Alumni Association (RUAA).

RUF/RUAA serve Rutgers University's senior leadership and the university's four divisions: Rutgers-Camden, Rutgers-New Brunswick, Rutgers-Newark, and Rutgers Biomedical Health Sciences. To meet their distinct marketing communications needs, the Managing Director will act as a pivot point connecting them to the Strategic Advancement Communications department, which is organized functionally across Editorial, Digital Marketing, Public/Media Relations, Marketing Strategy, and Visual Identity.

The Managing Director will guide and mentor a high performing team delivering editorial, digital marketing, design, videography, production, and project management services, as well as public relations and media relations on behalf of the Rutgers University Foundation. The Managing Director will operate with transparency and a high level of communication as they establish interdepartmental coordination, unified workflows, and ensure adequate planning among foundation and alumni association partners with the goal of on-time service delivery and strict adherence to Rutgers University Foundation communications policy and design standards. The Managing Director will also create communications plans, creative briefs, and production schedules to set expectations and guide the work of department leads.

The ideal candidate will demonstrate a highly cooperative spirit; strong communication, project management, and relationship-building skills; the ability to move the needle in a matrixed organization; a forward-thinking approach; a commitment to meeting deadlines; meticulous attention to detail; and the ability to relate to multiple constituencies and represent Rutgers with tact, diplomacy, and passion. They will advocate for the Strategic Advancement Communications team, acting quickly to remove barriers and protect boundaries, and helping to manage information flow and deadlines. They will be able to convey enthusiasm for the mission and will work to convey detailed knowledge and passion about the university's and foundation's mission and goals.

RESPONSIBILITIES

Specifically, the Managing Director will:

- Participate in the development and delivery of marketing communications products that highlight the work and impact of Rutgers University and build a culture of philanthropy.
- Assume a leadership role in the coordination, quality, and consistency of work for and with colleagues in other departments.
- Build and then directly and indirectly manage teams of strategists and project managers who plan, create content for, and facilitate work with partners in business units throughout Rutgers University Foundation and Rutgers University Alumni Association.
- Assist in developing strategies and managing implementation across multiple channels including:

- Digital – Inspire the creation and deployment of data-driven, digital-based engagement experiences with content that is accessible and interactive.
 - Websites – support.rutgers.edu, alumni.rutgers.edu, and give.rutgers.edu
 - Social Media – 11 social media accounts on Facebook, Twitter, LinkedIn, Instagram, YouTube
 - Email – follow best practices in email marketing and assess for opportunities with audience segmentation, monitor analytics
- Traditional – print materials, direct mail, television, radio, and outdoor advertising.
- Develop approach for marketing products, presentations and collateral that is tailored to the needs of academic partners and advancement colleagues across the enterprise.
- Create and manage foundation-wide communications calendar.
- Carry portfolio of high-value work for partners throughout the foundation.
- Direct external production resources, such as design firms, digital resources, printers and fulfillment companies, on timelines and execution for concurrent activities.
- Oversee the successful use and upkeep of the department's project management platform.
- Assure uniform process and documentation for all ongoing work with partners.
- Integrate approved themes, priorities, messaging points into general communication strategy and content.
- Advise leadership on the marketing and communications tools and innovations required to achieve strategic goals.

PROFESSIONAL & PERSONAL QUALIFICATIONS

- Bachelor's degree required.
- 10+ years of experience in marketing communications including 2-5 years managing staff, processes, and creative deliverables.
- Experience creating and executing successful integrated, multi-channel marketing campaigns.
- Strength in digital marketing with a comfort in generalist work across a wide range of traditional platforms, channels, and activities.
- Highly organized; expertly manages multiple projects, priorities, and deadlines; understands the need for a sense of urgency and produces high-quality work product.
- Track record of implementing and evaluating organizational-level marketing and communications strategies and managing the development of communications deliverables from conception through delivery.
- Successful experience integrating data-driven strategic messaging across media.
- Working knowledge of video production; visual identity systems; copyright law; print production; web, email, and social media marketing and metrics; marketing and communications platforms including Salesforce, automated marketing tools, cloud-based marketing software, and events management platforms.
- High level of integrity, honesty; committed to authentic and meaningful messaging.
- Excellent social skills; able to build trusted relationships with colleagues across roles, teams, and identities.
- An ability to interpret, adapt and further develop the "language" of Rutgers University in describing its collective work, aspirations and impact.

RUTGERS UNIVERSITY FOUNDATION

Since its founding in 1973, Rutgers University Foundation has advanced Rutgers' pursuit of excellence in education, research, and public service. The foundation inspires philanthropic support and enduring connections with alumni, parents, friends, corporations, foundations, and other supporters, raising money for university priorities and empowering Rutgers to better the world. The foundation is a tax-exempt 501 (c)(3) organization and also encompasses the Rutgers University Alumni Association, which builds community and fosters scarlet pride through the meaningful engagement of current and future alumni. For more information about Rutgers University Foundation, visit support.rutgers.edu.



Welcome to the Rutgers University Foundation

APPLICATION

Please submit your resume and cover letter to ruf-mdc@pearlstreetcollective.com. All applicant materials will be held in confidence. Pearl Street Collective, a national women-owned executive search firm, has been retained to conduct this search. Adele Mezher and Maeve Clifford, Co-Founders and Managing Partners, are leading the engagement.

It is Foundation policy to provide equal employment opportunity to all its employees and applicants for employment regardless of their race, creed, color, national origin, age, ancestry, nationality, marital or domestic partnership or civil union status, sex, pregnancy, gender identity or expression, disability status, liability for military service, protected veteran status, affectional or sexual orientation, atypical cellular or blood trait, genetic information (including the refusal to submit to genetic testing), or any other category protected by law. As an institution, we value diversity of background and opinion, and prohibit discrimination or harassment on the basis of any legally protected class in the areas of hiring, recruitment, promotion, transfer, demotion, training, compensation, pay, fringe benefits, layoff, termination or any other terms and conditions of employment.

Rutgers University Foundation requires that all visitors be vaccinated against COVID-19 and submit proof of vaccination prior to their arrival on campus. Visitors who cannot receive the vaccine because of a medical contraindication or a religious belief may request an accommodation to this requirement.



WELCOME TO NEW BRUNSWICK

New Brunswick offers everything from a pulsing, bustling environment to a tree-lined, classically collegiate campus feel. It is perfectly situated in central New Jersey along the southern banks of the Raritan River in the Raritan Valley region. The city holds proximity to the major urban centers of New York City and Philadelphia and the iconic Jersey Shore and is home to 55,000 residents. New Brunswick is both a regional commercial hub for the Central New Jersey region and a prominent and growing commuter town for residents commuting to New York City within the New York metropolitan area.

The City Center boasts over 50 restaurants and eateries, live music, dance clubs, comedy clubs, and gastropubs. New Brunswick's museums and galleries range from one-of-a-kind collections to works from up-and-coming artists. There are endless options for enjoying the performing arts including the State Theatre New Jersey, Crossroads Theatre Company, and the George Street Playhouse. Residents have the opportunity to attend nationally recognized theatre troops, performing Broadway-caliber shows. Rutgers University's renowned Mason Gross School of the Arts and the American Repertory Ballet also contributes to the vibrant arts scene.

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