



Communications Manager (Writer/Editor)

The MCV Foundation is hiring a communications manager (writer/editor) to join its communications team. The person in this role that will play a key part in planning, developing, distributing and evaluating multimedia content for the foundation's communications channels.

ABOUT THE MCV FOUNDATION

The MCV Foundation was established in 1949 to inspire and steward philanthropy that supports VCU's five health sciences schools (Dentistry, Health Professions, Medicine, Nursing and Pharmacy), VCU Massey Cancer Center and VCU Medical Center. The foundation currently manages approximately \$800 million in assets to ensure the MCV Campus remains at the forefront of excellence and innovation in patient care, research and education. The MCV Campus is a major urban academic medical center serving Central Virginia and beyond. Through its 1,800 funds, the MCV Foundation provides scholarships, professorships, chairs and research funds to support the life-saving work occurring here every day. These funds allow VCU students, doctors and researchers to be on the cutting edge of health care delivery, offering patients the most exciting treatments and medical technology available. Visit www.MCVFoundation.org to learn more.

JOB TITLE: Communications Manager (Writer/Editor)

CLASSIFICATION: Exempt

REPORTS TO: Associate Director of Communications

JOB DESCRIPTION

The communications manager (writer/editor) will play a key part in planning, creating, distributing and evaluating multimedia content for the foundation's communications channels. Writing is a substantial component of this role, and the ideal candidate will be a talented writer with a strong sense of curiosity. The foundation seeks an individual able to tailor communications to a variety of formats and audiences who is great at discovering and developing stories in addition to building relationships with campus partners and sources. Strong project management skills with the ability to balance multiple priorities within sometimes tight timeframes are important. This position will write in support of a wide variety of tools, including feature stories, website copy, newsletters, electronic solicitations, brochures, direct mail, post cards, advertisements, video/audio scripts, news release materials, social media and executive communications. A sense of humor, openness to creative and constructive feedback, and a commitment to the mission are also musts.

RESPONSIBILITIES

Works independently and in collaboration with MCV Foundation communications staff to

- Research and write feature-length articles for the foundation's print and digital publications (*NEXT* magazine, the *Chronicle of Giving* magazine and MCV Foundation website).
- Research and write advertising campaigns and marketing collateral.

- Provide team with editorial support for web and print content across foundation platforms to ensure adherence to strategy and established standards.
- Work with campus partners to write world-class stories from assigned beat areas for web or print publication.
- Participate in the creative story and design development process for the magazines as well as the creative process for projects at the foundation or for campus partners.
- Build and maintain a thorough knowledge of the foundation's and the university's priorities and strategic initiatives.
- Edit and proofread content for print and digital publication to ensure both grammatical and style consistency.
- Manage the compilation and distribution of the foundation's monthly digital newsletter.
- Assist with editorial calendar and posting to social media channels.
- Create digital assets, posting to and ensuring high quality on the website and social media platforms.
- Assist team with monitoring and tracking news and social media; assist in developing KPIs to measure performance of creative output.
- Attend, support, and cover foundation or partnership events as needed.
- Assist with special projects, including tracking/analytics, board communications and meeting preparation.
- Complete other duties as assigned.

QUALIFICATIONS

- Bachelor's degree in marketing, communications, English or related field required
- 3-5 years relevant experience
- Ability to think creatively, take initiative and be part of a team
- A sense of curiosity and outstanding writing skills with the ability to modify tone as appropriate for different media and audiences
- Excellent editing, grammar and proofreading skills; strong knowledge of AP Style
- Demonstrated ability to write effective content both online and in print across a wide variety of media and project types
- Strong understanding of the integration of web and print messaging
- Experience writing about scientific research and translating complex projects into accessible content for non-scientific audiences
- Understanding of advancement and how donor impact stories fit into organizational goals
- Experience with web content management systems; familiarity with web analytics, web-based and social media.
- Basic knowledge of HTML and outbound email newsletter services
- Ability to quickly absorb information and adjust to changing tasks and priorities
- Strong interpersonal skills; ability to communicate and work with all levels of management
- High degree of judgment and tact in handling confidential and sensitive information
- Strong project management skills, including experience writing for a publication and/or working with an editorial calendar with an understanding of communications cadence and timelines

- A commitment to excellence and genuine enthusiasm for the mission of the organization and a willingness to adjust to changing priorities and timelines
- Proficient in Microsoft Office Suite and applicable technology such as Adobe Creative Cloud

PREFERRED QUALIFICATIONS

- 5-7 years of relevant experience, especially in higher education or health care nonprofit communications
- Experience developing social media content strategies and managing organization presence on multiple platforms
- Demonstrated experience with research and science writing
- Experience developing and executing strategic communications plans for mission-driven organizations

WORK ENVIRONMENT:

This is a salaried position in an organization with an inspiring mission and excellent benefits. The work week is typically 40 hours, however, communications is a deadline-driven field and the candidate may occasionally need to work as needed to meet project timelines. There are several events throughout the year that occur on evenings or weekends that the position may be asked to attend and staff.

SALARY: Commensurate with experience

How to Apply: Send cover letter, résumé and a three writing samples to info@mcvfoundation.org.

CONTACT: Paul Brockwell, Associate Director of Communications, paul.brockwell@vcuhealth.org