



### **Communications and Events Manager**

**Colorado State University-Pueblo Foundation  
Pueblo, CO**

The Colorado State University-Pueblo Foundation supports the University in its private fundraising and charitable efforts for the purpose of supplementing and enhancing University programs, activities, and educational opportunities.

#### **SUMMARY**

The Communications and Events Manager supports the core values of the CSU-Pueblo Foundation and assures quality services to students, faculty, staff, parents, outside organizations, and communities. The Communications and Events Manager oversees all marketing and communication strategies, assists with planning and executing all Foundation-related events, and assists in development activities.

#### **REPORTING STRUCTURE**

The Communications and Events Manager reports to the COO of the CSU-Pueblo Foundation. She/he interfaces with campus departments and external University constituencies, including media, prospects, donors, and external vendors. She/he works closely with all advancement staff.

#### **PRIMARY JOB DUTIES**

- 1) Communications (50%)
  - Write all Foundation-related press releases and work with the Office of External Affairs to ensure accuracy, consistency, and proper distribution.
  - Work with external affairs/information technology to maintain website structure, content and advertisements
  - Manage and develop CSU-Pueblo Foundation's web presence
  - Create and maintain websites for Foundation special events (i.e. Gala, President's Club Soiree, etc.)
  - Online registration web pages

- Oversee Foundation social media accounts (Facebook, Twitter, YouTube, Linked In, Flickr and other social media platforms) to perform consistent communication with constituents, reflecting University-set guidelines
- Develop Facebook specific invitations for all events and manage boosted/sponsored posts.
- Coordinate with social media contractor to ensure strategic, consistent, and regular social media posts.
- Work with Foundation staff to execute an email communications strategy to engage and inform constituents including but not limited to e-newsletters, event invitations, annual giving efforts, and other foundation email initiatives.
- Lead the creative, writing, and editing of printed promotional materials such as brochures, flyers, quarterly newsletters, annual reports, direct marketing initiatives, and Internet marketing projects
- Develop and design annual Stewardship Report
- Lead the creative content for production of video content for special events, websites and social media
- Establish and maintain consistent organization image and marketing communications for brand; working closely with external affairs to establish consistency with the University
- Develop opportunities to promote scholarship program and scholarship application, including: internet marketing, direct marketing, campus exhibitions, scholarship-related events etc.

## 2) Events (35%)

- Ensure successful execution of the annual President's Gala, President's Donor Appreciation event, and Cocktails and Creations.
- Co-coordinate the annual Friends and Scholars event for approximately 550 attendees. This event will be a coordinated effort with the Scholarship Manager.
- Co-coordinate the Give Day with the Annual Giving and Stewardship Specialist.
- Assist in the setup of the Foundation Board Meetings and prepare the official minutes of the meeting.
- Assist Foundation staff with the production and coordination of fundraising and stewardship events including: advertising, logistics, obtaining event sponsors, creating and maintaining event vendors, collecting event RSVPs, soliciting auction items, organizing and managing event volunteers, and creating and maintaining detailed event databases.
- Assist staff with the following Foundation-related events to include invitations, guest lists, reservations, catering, room set-up, decorations, and event follow-up.
  - Scholarship Events and Signing Ceremonies – promote and publicize large endowed gifts given to the Foundation.
  - Kane Scholarship Reception – Given to honor incoming and graduating Kane scholars.
  - Other events as required

3) Fundraising (10%)

- Serve as the Foundation fundraising contact for CSU-Pueblo student organizations.
- Work with Annual Giving and Stewardship Specialist to approve all student organization and academic unit fundraising requests.
- Work with development team to solicit sponsorships for Foundation events.

4) Other Duties as Assigned (5%)

- Answering the telephone
- Processing the mail
- Printing and filing
- Copying
- Mail merges and mailings
- Meeting scheduling
- Other duties as assigned

**Qualifications:**

The successful candidate must be a proven communicator with a results-oriented mindset and superb attention to detail. They must have excellent communication skills with an ability to write and speak persuasively about the role of philanthropy; demonstrate an ability to work constructively with other members of the Foundation, University, alumni, donor, and community constituents. Some night and weekend work and travel are required.

**Required:**

- Bachelor's degree from an Accredited Institution of Higher Learning
- More than two (2) years of experience in a communications, marketing, or related field
- Demonstrated proficiency in Microsoft Suite
- Familiarity using social media management (Twitter, Facebook, Instagram, YouTube, etc.)
- Demonstrated experience in a position that requires leadership skills
- Demonstrated experience in a position that requires exceptional writing, speaking and listening skills
- A qualified applicant must possess and display strong written and verbal communication skills

**Preferred:**

- Bachelor's degree in communications or related field
- Experience in marketing/communications/development
- Demonstrated special management
- Strong background and proficiency using InDesign, Photoshop, and Illustrator

**About the University:** Colorado State University-Pueblo is a premier mid-sized, public university within a world-class university system that advances the social, cultural and economic development of the region. The University enrolls more than 4,600 students in 27 undergraduate programs with approximately 510 full-time faculty and staff. The University is committed to its strategic plan to continue to increase enrollment, retention and graduation rates over the next 5 years. CSU-Pueblo is currently one of the fastest growing Universities in Colorado and has made educational success for students one of its highest priorities. The University is committed to diversity as a key to the total student experience. In recognition of these diversity efforts, CSU-Pueblo was honored by the Hispanic Association of Colleges and Universities for its commitment to the success of Hispanics in higher education. The 275-acre campus, which overlooks the Front Range of south central Colorado, is located in Pueblo, one of the more culturally dynamic regions of the country. The campus has recently renovated the athletic and academic facility, opened a new Student Recreation Center and football and track stadium, broken ground on phase one of a three-phase residence hall project and will begin renovation to the University Library next year. Pueblo County is proud of its ethnically and culturally diverse population of more than 150,000 people. The Pueblo community offers numerous art and cultural attractions and recreational options for the outdoor enthusiast.

**Salary:** \$40,000+ depending upon qualifications, plus benefits and incentive package.

#### **HOW TO APPLY**

Applicants must submit a cover letter addressing their interest and qualifications for the position; a resume; an unofficial transcript, and three professional references including names, addresses and phone numbers. Official transcripts will be required prior to hire. Review of application materials will begin immediately and will continue until the position is filled.

Send application materials to:

Nick Potter  
CSU-Pueblo Foundation  
2200 Bonforte Boulevard  
Pueblo, CO 81001  
Or  
Nick.potter@csupueblo.edu

**This position will be open, and the candidate search will be on-going until filled until filled**

**Note: The Communications and Events Manager is an employee of the CSU-Pueblo Foundation, a private non-profit corporation. As such, the Foundation's benefit system is wholly separate from and different than the benefit system provided to Colorado State University-Pueblo employees.**