



Director, Marketing and Communications Position Description

The Director of Marketing and Communications serves as the leader of the marketing and communications subcommittee for Students Today, Alumni Tomorrow (STAT). This role is responsible for STAT's overall marketing strategy and social media presence.

What is STAT?

American University's **Students Today, Alumni Tomorrow (STAT)** committee plays an important role in student philanthropy and serves a variety of purposes. The committee:

- Enhances the student connection to AU as they transition to young alumni status.
- Develops and trains student leaders and prepares them for leadership roles as alumni.
- Promotes the importance of philanthropy and active engagement with American University.
- Highlights the resources provided to students by the American University alumni network.
- Solicits peers for gifts to the University as part of the senior class gift to enable future Eagles to experience a world-class education.

Members of the committee acquire real-world knowledge and experience in philanthropy, fundraising, project management, marketing, public relations, and more. Members develop practical career, presentation, and event planning skills. Additionally, members network with high-level university administrators and alumni at special events and deepen connections with the AU Alumni Association.

Duties and Responsibilities

- Develops an overall marketing strategy and messaging for STAT.
- Manages promotional campaigns for awareness, events, volunteer recruitment, and Senior Class Gift participation.
- Contributes and drafts monthly emails to senior class with innovative designs and content.
- Collaborates with Alumni Communications Coordinator to ensure messaging and brand consistency.
- Recruits members and delegates tasks to the Marketing and Communications and Photography and Design subcommittees. (e.g. photos for events, sample Instagram and Facebook posts, etc.)
- Collaborates with Assistant Director of Annual Giving, STAT Chair, and STAT Directors on STAT projects and initiatives.

Time Commitment and Expectations

- Must attend volunteer training in the Fall, monthly STAT Directors Meetings, and monthly STAT General Meetings.
- Attend at least 4 STAT sponsored events per semester (senior class socials, tabling, young alumni panels, etc.)
- Lead the STAT Marketing and Communications and Photography and Design subcommittee meetings as needed.
- Make a Gift before Winter Break and encourage friends and classmates to participate.

Qualifications

- Excellent written communications skills and experience with social media management and design tools
- Interest in marketing, social media management, fundraising and development.