

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Director of Advancement and
Campaign Communications

Department: Marketing and
Communications

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

Purpose: The Director of Advancement and Campaign Communications leads the strategic messaging, storytelling, and communications initiatives supporting university fundraising and campaign efforts. This role ensures cohesive, compelling communication that advances donor engagement and campaign momentum. This position serves as the primary liaison between the Office of Marketing and Communications and the Office of Advancement and Alumni.

Essential Functions:

- Own and lead the Advancement and Campaign Communications Pillar within the Marketing and Communications Strategic Plan, providing strategic direction, implementation, success measurement and accountability.
- In collaboration with Advancement and MarCom leadership, develop and steward campaign narrative framework.
- Align donor messaging with institutional priorities ensuring brand consistency
- Support major gift initiatives with strategic communications
- In collaboration with the Director of University Communications, oversee development of impact stories and donor features
- Lead the development of advancement engagement pieces for campaigns and advancement relations
- Work with Advancement team to ensure donor communications reflect institutional brand voice
- Guide messaging for appeals, giving days, and fundraising initiatives
- Collaborate with Advancement team on email communications and donor engagement strategy
- Support Advancement event communications in coordination with the MarCom team
- Work collaboratively with the Web Development Manager to set priorities for campaign landing pages, Advancement and Alumni webpages
- Align digital storytelling with Advancement and institutional goals
- Collaborate with Alumni office on alumni communication plan and implementation

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Other Duties:

- Assist with major university events and special projects.
- Serve on university committees as assigned.
- Perform other duties as assigned.
- Assist MarCom team with projects as required.

Required Qualifications:

- Ability to manage multiple priorities and deadlines in a collaborative, fast-paced environment.
- Competency in strategic messaging and narrative development.
- Understanding of donor communications.
- Experience managing and directing projects.
- Exceptional writing and editing skills.

Education:

Required: Bachelor's degree in Communications, Marketing, Journalism or related field.

Experience:

- **Required**
 - 3-5 years in strategic communications.
 - Exceptional writing and editing skills.
 - Experience managing complex messaging initiatives.
 - Experience managing and directing projects.
- **Preferred**
 - Experience in advancement communications.
 - Capital campaign communications experience.
 - Advancement or fundraising experience.

Equipment:

- Adobe Creative Cloud.
- Project management software (e.g., Wrike).
- Web content management systems.
- Microsoft 365.

Physical Requirements:

- Ability to sit or stand for extended periods.
- Occasional lifting up to 25 pounds.
- Occasional evening or weekend work for university events.

Special Requirements:

- Must be a member of a local evangelical* Christian church.
*Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.

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- Please apply using the link for “Administrative Applications” on the OBU website at: <https://www.okbu.edu/hr/jobs.html>

OBU Benefits Summary:

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free life insurance that includes accidental death and dismemberment equal to an employee's base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by Guide Stone. There are numerous other perks and opportunities for OBU employees including FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at HR@okbu.edu.