

Job Posting



Position	Department	Reports to	FTE	FLSA Class
Advancement Communications Specialist	Advancement	Vice President of Advancement	1.0	Exempt

Grace College and Seminary makes employment opportunities available to all applicants and employees without regard to race, color, sex (except where sex is a bona fide occupational qualification), pregnancy, age, ancestry, national origin, disability, citizenship status, military status, genetic information, or any other legally protected category. Grace College and Seminary is a Christian religious-affiliated organization and, as such, is permitted religious exemptions set forth in Title VII of the Civil Rights Act of 1964. Regular attendance is both expected and essential to the job.

Scope of Responsibilities: The Advancement Communications Specialist at Grace College and Grace Theological Seminary leads the College's annual giving program and is responsible for all donor-facing communications across print, email, and web. This position is responsible for building and executing the annual solicitation calendar, growing donor participation and retention, and producing the written and visual content that drives every appeal, newsletter, and stewardship piece across the full range of advancement priorities, including annual fund, major giving, and planned giving. This person works across the Advancement team to ensure gift officers, alumni relations, and campaign staff have consistent, on-brand messaging and a coordinated outreach schedule.

Essential Responsibilities:

1. Lead the Annual Fund program. Develop and manage the annual giving plan and solicitation calendar, including a minimum of three to four targeted campaigns per year across direct mail, email, and digital channels.
2. Set annual participation and dollar goals in coordination with the VP of Advancement. Track progress against retention, acquisition, average gift size, and participation rate, regularly reporting results to Advancement leadership.
3. Plan and execute a Day of Giving, Giving Tuesday, and other giving days throughout the year.
4. Segment donor and prospect lists in RE NXT to target messaging by giving history, affinity, and constituency, including alumni, parents, faculty/staff, and friends.
5. Manage vendor relationships for direct mail production, printing, and mail fulfillment.
6. Make donor calls and engage personally with annual fund donors to build relationships and encourage giving.
7. Coordinate annual fund messaging and timing with gift officers to avoid overlap with major gift and campaign solicitations.
8. Write and produce all donor-facing content across the full range of advancement priorities, including annual fund, major giving, and planned giving: appeal letters, email solicitations, stewardship and impact reports, donor newsletters, proposal materials, and campaign materials.
9. Manage the advancement email program, including scheduling, list segmentation, and performance tracking such as open rate, click rate, and conversion.
10. Maintain a consistent editorial voice and adherence to Grace College brand standards across all written and mailed materials.
11. Own advancement-related web content tied to giving pages and campaign microsites.

12. Gather donor stories, testimonials, and photography to support campaigns and stewardship pieces.
13. Coordinate with the College's central Marketing team to align messaging, timing, and brand usage.
14. Perform other duties as assigned.

Secondary Responsibilities:

1. Support donor recognition events and giving day activities as needed.
2. Assist with proposal and stewardship material production for major gift officers on request.
3. Serve as a resource to the Advancement team on communications best practices and messaging strategy.

Qualifications:

A. Minimum:

1. Bachelor's degree in Communications, Marketing, English, or related field.
2. Minimum 2 to 3 years of experience in fundraising, marketing, or communications, ideally in higher education or nonprofit advancement.
3. Excellent writing and editing skills with the ability to produce warm, donor-facing content on deadline.
4. Experience managing email marketing platforms and basic campaign analytics.
5. Strong project management skills and ability to manage multiple concurrent deadlines.
6. Comfortable working with donor data and CRM systems.
7. Effectively articulates the mission and values of Grace College and Grace Theological Seminary.
8. Strong Christian faith, volunteer, church, and community engagement.

B. Preferred:

1. Experience with direct mail production and vendor management.
2. RE NXT experience.
3. Prior experience in a Christian higher education or faith-based nonprofit setting.
4. Experience running or supporting a giving day campaign.
5. Degree from Grace College or Grace Theological Seminary preferred.

Status: Full Time; Exempt

A completed employment application, resume, 2 employment references and a spiritual life reference must be submitted in order to be considered for employment. Applications are available in the Human Resource Office or can be downloaded at <http://www.grace.edu>, Employment. Applications are submitted by email to employment@grace.edu.