

Content Specialist

[Office of Annual Giving](#) - University Advancement, Appalachian State University

Location: Watson-Brumit Hall and other on-campus locations as needed

Supervisor: Jonathan Brooks, Executive Director of Annual Giving

The purpose of this position is to support the mission of University Advancement by creating stories of Mountaineers who benefit from donations to the university, educating students and the community about the impact of private support, and thanking donors for their contributions via mail, email, and other digital communication outlets.

Refer to give.appstate.edu for more information about our mission, structure and those that we serve.

Duties and Responsibilities

- Developing and drafting engaging student focused content - written and visual
- Assisting with the planning and execution of iBackApp, the university's annual day of giving
- Brainstorming new and innovative ways to promote the senior class gift on campus
- Coordinating stewardship efforts, including drafting and mailing thank you notes

Qualifications

- Proficiency in design platforms (Adobe InDesign, Photoshop, Illustrator, Spark, Canva, etc.)
- Knowledge of Google Suite and Microsoft Office
- Ability to work as a member of a team with professionals from across campus
- Effective organization skills
- Strong interpersonal communication skills
- Photography/Videography skills

Pay and hours

- \$20/hr
- 10 - 20 hrs per week