



BETHLEHEM UNIVERSITY FOUNDATION

Position: Capital Campaign Manager / Digital Media Specialist

Type of Position: Contractor – 20 hours per week for year-long project

Reports to: Executive Director

Key Role:

Bethlehem University Foundation is seeking a proven writer and story teller with at least 3 years' experience in digital marketing communications and fundraising to oversee all of the logistics of its upcoming Capital Campaign. Core responsibilities will include uncovering and writing compelling digital newsletter content, developing and coordinating a digital media campaign across several platforms (website, Facebook, Twitter, and Instagram), and other work necessary around the capital campaign of Bethlehem University Foundation.

Working with the Director of Development and reporting to the Executive Director, the Capital Campaign Manager / Digital Media Specialist will be responsible for producing, publishing, and editing webpages for Bethlehem University Foundation's public website to create a media footprint centered on the Campaign. Create graphic designs for communication products and manage, author, and edit the content for the Foundation's Web site and marketing materials, including newsletters, fact sheets, press releases, social media campaigns, videos, brochures, letters, and e-mails. In addition, the position will communicate directly with participants of the campaign to not only transmit information on the event in advance but to also garner ideas for stories and interviews related to the event in advance and during the special event.

Create, update, and convert Microsoft PowerPoint slides for briefings and maintain electronic copies in a shared drive folder, as needed. Prepare responses to public and media requests for information on the event, provide suggestions for marketing stories and press releases, conduct weekly meetings to update the Executive Director and staff on progress towards goals.

Basic Qualifications:

- 3+ years of experience with developing and updating graphic designs, website content, marketing materials, including newsletters, fact sheets, press releases, social media campaigns, videos, brochures, letters, e-mails, Microsoft PowerPoint presentations, multi-media productions, including transcript writing and video vignette coordination, and other related communications
- Experience with Microsoft Office programs, including Excel, Word, Access, PowerPoint, and Outlook
- Knowledge of applications, including WordPress (CMS) and Adobe Suite (In Design, Illustrator, and Photoshop)
- Proven ability to write, edit, and proof digital content
- Demonstrated success in increasing web traffic and engaging online audiences



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- Familiarity with online measurement and assessment platforms and tools, such as Google Analytics, Crazy Egg, Facebook Insights, and experience in digital data analysis
- Familiarity with basic html language
- Possess integrity, self-motivation, creativity, and ability to problem solve
- Capital Campaign Manager / Digital Media Specialist must be willing to work in the Bethlehem University Foundation offices in Beltsville, MD at least two days per week.

Additional Qualifications:

- Excellent oral and written communications skills
- Deadline-conscious and results-driven
- Ability to support a fast-paced, demanding work environment
- Ability to respond to requests that require quick turn-around
- BA or BS degree in marketing, journalism, graphic design, IT, or a related field
- Professional experience with fundraising and/or special events
- Willingness and ability to travel
- Spanish fluency a plus, but not required

Job-type:

Contract Position, one-year campaign, 20 hours per week

Salary:

Commensurate with experience

Bethlehem University Foundation

The Bethlehem University Foundation is the U.S. registered 501c(3) not-for-profit organization entrusted with the sole mission of supporting and promoting Bethlehem University. The Foundation is a means for United States citizens to make a *tax-deductible donation* in support of the work of Bethlehem University.

Bethlehem University

Known as an “oasis of peace” in a land characterized by conflict, Bethlehem University was created following the historic 1964 visit of Blessed Pope Paul VI to the Holy Land. The University is a joint venture between the Holy See (Vatican) and the De La Salle Christian Brothers. It is the only Catholic/Christian university in the Holy Land. The mission of the University is to provide quality higher education to the local community and to serve them in its role as a center for the advancement, sharing, and use of knowledge. Bethlehem University aspires to foster shared values, moral principles, and dedication to serving the common good.

To Apply: Send Cover Letter with expected salary requirements, Resume, and a list of three professional references to Jobs@bufusa.org