



The Gathering Place®
a refuge for rebuilding lives

DIGITAL FUNDRAISING MANAGER

www.tgpdenver.org

Guiding Principles

We are a community of safety and hope where positive relationships, choice, and essential resources transform lives.

TGP serves women, children, and transgender individuals who are experiencing poverty, many of whom are homeless. We believe in hope as an important change agent and hold that hope for everyone. We believe deeply in the power of community and continue working to develop it. Our key values include recognizing individual strengths, building respect and trust, and offering acceptance unconditionally.

This position reports to: Vice President of Resource Development

Department: Resource Development

FSLA Exemption Status: Full-Time, Non-Exempt

General Purpose

The Digital Fundraising Manager is primarily responsible for managing all aspects of The Gathering Place's digital fundraising efforts to achieve specific revenue goals. This includes maintaining TGP's website, social media platforms, and other digital assets to deliver a responsive experience for a variety of audiences and stakeholders; designing and delivering digital outreach campaigns; and integrating TGP's digital outreach with offline fundraising efforts. Additionally, this position will play a key role in leading TGP's direct mail fundraising efforts and be responsible for managing and expanding TGP's monthly giving program.

Essential Duties/Responsibilities

- Lead implementation of online fundraising, engagement, and stewardship campaigns; leverage online channels and mobile platforms to integrate with offline direct response and event fundraising.
- Manage the creation, quality, accuracy, integrity, and storage of written and graphic content in order to maximize traffic/constituent acquisition in all platforms. Routinely test and enhance key website/digital experiences; identify, recommend, and implement improvements.
- Serve as team lead for marketing collateral design, production and inventory management.
- Manage editorial calendar for web and digital property production and appeal campaigns; establish key performance indicators. Develop, document, and maintain optimized processes and produce routine analytics reports and dashboards.
- Manage and expand the TGP monthly giving program.
- Co-lead direct mail program, assuming responsibility for strategy, content, design, revenue projections, and analytics.
- Prepare annual and multi-year income projections and expense budgets based on past performance, strategic planning, and industry trends.
- Maintain currency on trends in online communications and fundraising to advance revenue goals.
- Ensures compliance with all relevant online regulations and laws; adheres to the highest standards of accountability to donors, and ethical principles and standards for fundraising.

Job Qualifications

Knowledge, Skills, and Ability

- In-depth knowledge of web publishing technologies, digital marketing tools, online media applications, website analytics platforms and social media channels. Solid understanding of best practices in web design, scripting, database development and maintenance, image editing, and usability assessments.
- Excellent written/verbal communication and graphic design skills; experience leading marketing collateral production, from concept to final product, in various media (print, video, audio).
- Proficiency with various software applications and programs including Microsoft Office Suite, HTML scripting, graphic design desktop and digital publishing software, and other programming platforms. Experience with Blackbaud products, particularly Raiser's Edge, a plus.
- Exceptional organizational skills and attention to detail; ability to prioritize work and adjust to multiple demands; demonstrated ability to follow tasks to completion in a timely manner.
- Ability to take initiative, work well independently and as a team member, with a strong work ethic and sense of humor. Ability to quickly and easily adapt to changing organizational needs.
- Ability to perform basic business/accounting functions including project management and budget reconciliation.
- Strong commitment to the mission of The Gathering Place and comfort in a culture that values diversity, inclusiveness, and integrity.
- Commitment to the AFP Code of Ethical Standards and the Donor Bill of Rights, with demonstrated expertise in philanthropic best practices, or willingness to learn.
- Willingness to work weekends and evenings, as occasionally necessary.

Education and Experience

- Bachelor's Degree in web design, graphic design, computer science or related field. Certified Web Professional preferred. Directly relevant experience may be substituted for a degree on a case-by-case basis.
- 2+ years' work experience in a digital marketing, online fundraising or web administration role.
- Strong graphic design competencies, a plus.

Physical Activities

- Lifting related to exhibits and donation pickup and storage as required.

Salary Range: \$38,500 – 42,000. The Gathering Place offers medical, dental, vision, and life insurance plans, a 403(b) retirement savings plan, a flexible work schedule, generous paid time off (vacation, sick, and holiday time), and a long-term disability plan.

Job Description Release Date: February 15, 2017

To Apply: No phone calls, please. Posting open until filled.

E-mail resume and cover letter to: bj@tgpdenver.org
Bette Iacino, Vice President of Resource Development
The Gathering Place, 1535 High Street, Denver, CO 80218

The Gathering Place is an equal opportunity employer and is committed to a policy of non-discrimination and equal opportunity for all qualified applicants without regard to race, color, gender, national origin, sexual orientation, religion, age, disability, gender variance, gender expression, marital status, citizenship, creed, ethnicity, veteran status, ancestry, and any other protected classification. Applicants of any and all backgrounds are encouraged to apply.