



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, transgender individuals, and their children 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 Development

Department: Resource Development

FSLA Exemption Status: Full-Time, Non-Exempt

***This position is temporarily remote-will move to on-site as pandemic allows.**

General Purpose

The Digital Fundraising Manager is responsible for researching, planning and executing innovative strategies to encourage and increase fundraising through digital direct response. Responsible for analyzing and identifying digital marketing, technology, fundraising tools to create engaging experiences for funders and donors. Responsible for flawless execution of digital marketing and fundraising across all digital platforms: email, database, social media, and related digital. Responsible for developing and leveraging digital resources and associated copy to expand TGP's donor base. The Digital Fundraising Manager will also play a key role in implementing annual fundraising appeals. This position works collaboratively with the rest of the Resource Development staff, in a team environment, to achieve TGP's multi-million dollar fundraising goals. Candidates should have a commitment to telling the story of poverty and homelessness in an empowering and person-focused manner and share our value of service.

Essential Duties/Responsibilities

- Designs, creates and implements digital marketing to leverage key digital platforms for the enhancement and growth of donor revenue. Develops and implements roll-out of new digital innovation and engagement strategies on social media, online and mobile channels.
- Researches marketing and digital engagement trends to align TGP's mission with stakeholders who will participate in digital direct fundraising opportunities. Employs the latest technologies and innovations to drive acquisition, retention and advocacy among donors and prospects. Develops digital interaction and on-line response campaigns and data collection to expand and improve donor traffic.
- Researches and develops digital strategies to optimize the TGP website fundraising capabilities. Maximizes Search Engine Optimization opportunities to increase digital footprint in donor interaction and engagement. Analyzes alternatives and makes recommendations for integrating digital platforms to effectively and efficiently grow revenue.

- Leads projects as business partner to facilitate development and implementation of systems which will provide technology and leverage digital platforms for Affiliates. Develops and executes project timelines and action plans. Partner across the organization to create more opportunities for sustained giving programs and other programs that create a value exchange to increase donations.
- Partner with vendors and agencies to develop and implement communications strategy for annual campaigns, including individual and peer-to-peer giving programs. Manage vendors to support the annual solicitation and stewardship campaigns.
- Designs measures and reports to demonstrate accomplishments, identify areas for improvement, and track overall increases in revenue and attainment of goals. Collects, analyzes and presents campaign data to evaluate and improve processes and establish sustainable models for predictive success.
- Manages and maintains the TGP website. Captures metrics to inform strategy and track progress. Routinely identifies, recommends, and implements improvements.
- Manages calendar for web, social media, and appeal campaigns.
- Crafts external communications in support of department and Executive Team.
- Develops and manages the creation, quality, and storage of written, graphic, and image content for use across all platforms
- Supports Resource Development Department as needed, including evening and weekend events.

Job Qualifications

Knowledge, Skills, and Ability

- In-depth knowledge of social media publishing platforms and analytics programs. Keen understanding of how content and timing work to influence the social web space. Familiarity with related behavioral psychology factors a plus.
- Excellent written and verbal communication skills; proficient in copy, technical, internal and external communications styles, understanding of strategic communication principles a plus.
- Proficiency with various software applications including Microsoft Office suite, graphic design, and digital publishing software. Experience with Illustrator, Canva, 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.
- Strong commitment to the mission of The Gathering Place and comfort in a culture that values diversity, inclusiveness, and integrity.
- Ability to meet and build beneficial relationships with all levels of TGP staff, vendors, and external stakeholders such as volunteers or representatives of partner organizations
- 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.
- Comprehensive understanding of digital communications, interactive media, and customer insight analysis and trending
- Willingness to work weekends and evenings, as occasionally necessary.

Education and Experience

- Bachelor's Degree in communications, marketing, graphic design, public relations, or related field. Relevant work experience may be substituted, on a case-by-case basis.
- Three (3) years of experience in e-commerce, online/digital fund raising, direct response marketing campaigns or related interactive customer relationship management required. Work experience in a nonprofit setting attached to

a fundraising team is preferred. Experience in settings that drive customer support, community engagement, or sales will be considered.

- Ability to meet and build beneficial relationships with all levels of TGP staff, vendors, and external stakeholders such as volunteers or representatives of partner organizations
- Individuals with lived experience of homelessness, housing instability, or poverty are strongly encouraged to apply.

Physical Activities

- Must be able to remain in a stationary position 50% of the time.
- Constantly operates a computer and other office productivity machinery, such as a calculator, copy machine, and computer printer.
- The person in this position frequently communicates with media, external partners, donor and foundation inquiries via telephone, email, and in person. Must be able to exchange accurate information in these situations.
- Occasional travel within the Denver Metropolitan area is required. If transportation is by driving a personal vehicle, you must have a valid, current driver's license recognized by the State of Colorado and carry personal auto insurance with minimum coverage amounts specified by The Gathering Place's liability insurance carrier

Compensation: Salary range starts at \$23.00 per hour, or more depending on skills and experience. 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: 11/13/2020

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

E-mail resume and cover letter to: becca@tgpdenver.org

Becca Smith, Human Resources Manager

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.