

FOOD BANK OF THE SOUTHERN TIER
POSITION DESCRIPTION

POSITION TITLE:	Digital Manager	STATUS:	Exempt
DEPARTMENT:	Development & Community Engagement	W/C# / EEO#:	8810 / 2
POSITION LEVEL:	Professional	GRADE LEVEL:	340

PRIMARY FUNCTIONS:

The Digital Manager is primarily responsible for planning, directing, and implementing successful broad-based engagement solicitation campaigns to raise unrestricted support from all stakeholders through the digital environment – social media, email, and the Web.

The position must have superb project management skills and outstanding writing skills for a digital environment to grow engagement, fundraising, dollars raised, and participation rates.

The position also works closely with staff and subject matter experts on message development. The successful candidate will be a proven strategist and digital email writer, and data manager with demonstrated fundraising and management, marketing, and communications ability.

SPECIFIC DUTIES:

Broad-Based Email Engagement and Solicitation Program Management

1. Create, implement, and evaluate a comprehensive email solicitation plan to increase dollars and strengthen participation. The plan will include audience segmentation, timing, messages, testing protocols, and goals by segment.
2. Conceptualize, develop, design, and write copy for email appeals and campaigns; manage review and approval process from stakeholders and signers.
3. Schedule and manage all email appeals. Oversee each step of the process to ensure that emails are sent on time and meet exacting standards. Coordinate all outreach with other departments as needed. Serve as the primary contact to all partners involved in the production and processing of responses.
4. Work closely with Annual Fund staff on donation forms, impact on data entry, etc.
5. Stay within budget based on programmatic goals and objectives reviewed and approved annually by leadership.
6. Create and maintain documentation and processes to standardize work within the department.

Data Management

7. Maintain and monitor import and export of data to ensure highly effective and accurate email deliverability.
8. Capture data from social media and website to provide effective engagement scoring and follow up for incomplete transactions as appropriate.
9. Create methods for tracking audiences for analysis, use data to set goals and forecasts. Participate in the analysis process, including creating reports on engagement and solicitation results, year-to-year comparisons, etc. Assist in developing, executing, and applying research efforts and importing donor data information onto records in Raiser's Edge software.
10. Run and maintain monthly reports to track progress to goals effectively. Utilize this information within annual giving to develop initiatives for achieving goals.
11. Process Google Analytics data and share highlights and progress to goals as part of regular reporting.

Web and Online Giving Management

12. Manage regular review process in collaboration with Communications Manager to make necessary updates to entire organizational website from donor-centered and client-centered perspective.
13. Using best practice and research to audit current online giving forms, updating forms and procedures as required.
14. Develop and implement reports to analyze the performance of pages, including time on site, abandonment rate, and giving rate.
15. Manage peer-to-peer digital fundraising platform.
16. In coordination with the Annual Fund Manager, create a recruitment and upgrade strategy for the monthly giving Full Plate Partner program.

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Social and Digital Editorial Calendar and Advertising

17. Map out a strategy and goals and create, implement, and evaluate a social media and digital editorial content calendar and advertising program.
18. Evaluate the impact of advertising campaigns and report on results. Involve staff and volunteers in strategic discussions for review and adjustment of strategy.
19. Stay within budget based on programmatic goals and objectives reviewed and approved annually by leadership.
20. Other duties as assigned.

TITLE OF DIRECT SUPERVISOR: Director of Communications

WORKSITE: 388 Upper Oakwood Ave., Elmira, NY 14903

WORK FROM HOME: Eligible with supervisor approval

- QUALIFICATIONS:**
- Bachelor's Degree in Communication or Digital Marketing required
 - 3 years experience in development; thorough knowledge of the principles and practices of broad-based annual fundraising programs strongly preferred
 - Digital fundraising experience highly preferred
 - Raiser's Edge and iModules experience preferred
 - Strong working knowledge of Microsoft Office Suite

ADDITIONAL REQUIREMENTS:

- Must be very detail-oriented, highly motivated, and demonstrate an ability to manage multiple projects and deadlines simultaneously. Able to manage multiple and changing priorities. Demonstrate the ability to work proactively, with excellent organizational and time-management skills.
- Conversant in relevant and contemporary technologies and how they can support communicating and marketing engagement and digital solicitation programs, including increasing participation and measuring and managing results.
- Superior communication skills with the ability to connect to various audiences; clarity, crispness, and persuasiveness in written and oral communications. Proven ability to draft effective engagement and solicitation messages and guide a successful broad-based messaging platform integrating in conjunction with others a mix of print, electronic, and social media in support of the program.
- Demonstrated ability to work successfully and effectively with a wide range of constituents and to manage complex relationships; proven collaboration and teamwork skills.
- Must have strong analytical skills. Must be able to work, at an advanced level, with desktop applications, databases, desktop publishing applications, reporting applications, networked informational systems, and the Internet. Knowledge of data management practices and techniques including data-based computerized information systems, data modeling, and models of analysis that lead to effective decision making on behalf of the program.
- Strong Excel skills, including formulas, pivot tables, and vlookups are required. Ability to analyze and interpret data, use graphs and charts, calculate percentages and proportions.
- Able to maintain absolute confidentiality regarding written and verbal information
- Ability to work well under pressure, with good judgement and decision-making abilities.
- Ability to work and interact well with individuals from a variety of socioeconomic backgrounds in a culturally diverse environment
- Integrity and trust
- Demonstrate ethical business practices in conformance with all state and federal laws and regulations.
- Willingness to foster agency, department, and program-wide cooperation and teamwork through the use of positive/constructive communication techniques
- Commitment to serving vulnerable populations and ending hunger in the Southern Tier
- Possession of a valid Drivers' license and a driver's record considered acceptable by agency and insurance carrier.
- Demonstrate full adherence to the Code of Conduct and all policies/procedures related to compliance
- Adheres to all applicable federal and state laws and regulations, including but not limited to those governing confidentiality, privacy, program, billing, and documentation standards. All duties must be performed in accordance with CCDR's corporate compliance and ethics program.

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Ability to meet the following physical requirements with or without reasonable accommodation:

- Use hands to manipulate, handle, feel, and control items or equipment, including motor vehicle
- Stand, sit, walk, bend, stoop, kneel, and reach
- Climb up or down stairs
- Able to reach above or below shoulders
- Occasionally lift or move objects weighing up to 10 lbs.
- Sitting at a desk or in a vehicle for long periods of time to perform certain job functions
- Be able to read, write, and interpret written documents

Acceptance of the Food Bank of the Southern Tier's

- Mission: Working together to build and sustain hunger-free communities throughout the Southern Tier
- Vision: The Food Bank of the Southern Tier is committed to creating a future without hunger, where access to healthy food by all is recognized as fundamental to the well-being and success of individuals and the foundation of a strong, vibrant society
- Organizational Values: Have Integrity, Be Brave, Share Your Strength, Respect Relationships and Honor the Mission

EMPLOYER'S DISCLAIMER:

- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities
- This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor or member of the senior leadership team
- This document does not create an employment contract, implied or otherwise, other than an "at will" relationship

EMPLOYEE CONFIRMATION:

I have read and understand the duties, responsibilities, and qualifications for this job and am able and willing to perform them accordingly.

Signature

Date

Print Name