

JOB OPPORTUNITY: DEVELOPMENT ASSOCIATE, DIGITAL GIVING

THE ORGANIZATION

A national mission-centered fundraising organization awarding grants that transform communities on the peripheries in our society, Catholic Extension works with people in America's poorest regions to build up vibrant and transformative Catholic faith communities.

Catholic Extension raises approximately \$25 million from about 30,000 donors via a mature development department that includes annual giving, planned giving and major gifts. An integrated and multi-channel direct response marketing approach is used to acquire, cultivate, and steward Catholic Extension's donors. This approach includes a variety of communication channels, such as direct mail, email, social media and other digital channels that assist us in reaching a diverse group of faith-based prospects. Our goal is to continually attract new donors and to cultivate our existing donor base to drive incremental revenue. We are continually growing and expanding our development efforts.

THE ROLE

Reporting to the Senior Director of Development, the Development Associate, Digital Giving will join a 20+ person development team and be responsible for daily management of Catholic Extension's digital fundraising program. Increasingly, digital fundraising is a key strategy of our annual fundraising effort, and we are eager to attract a dynamic, team-oriented individual to take the reins of the program, working collaboratively with other members of team Extension.

Working out of our Chicago office, the Development Associate, Digital Giving will play a key role in:

- 1) Content Creation and Management
 - a) Manage development of digital content that effectively communicates the need for charitable giving through online, email, social media, and mobile technologies.
 - b) On average create and manage the production and distribution of 5-8 email campaigns per week.
 - c) Coordinate digital advertising campaigns across technology platforms, including content creation, as well as campaign set-up, execution, and analysis.
 - d) Manage Annual Giving's web presence including creating, updating, proofing and maintaining donation pages, using content management programs.
- 2) Strategy Development
 - a) Assist in developing an overall digital strategy for online, email, social media, and mobile platforms.
 - b) Serve as the subject matter expert in digital solicitation and engagement strategies and define the scope and expected outcomes of each project.
 - c) Stay abreast of digital fundraising best practices and tactics and continually seek to improve the user experience.

- d) Use reporting and analysis to inform strategies, i.e., perform multivariate (A/B/C) tests on digital advertising campaigns and use data analysis to identify the most effective digital communication tactics with donors and prospects.
- 3) Operations and Implementation
- a) Troubleshoot and problem-solve for digital issues including platform capabilities, technology integrations, automation issues, and scheduling conflicts.
 - b) Identify and create custom email automations with special attention to personalization.
 - c) Work with the Annual Giving team to identify and schedule donor engagement opportunities via email and social media and ensure information loaded into Virtuous is accurate and up to date.
 - d) Recommend and help implement donor-facing website improvements that enhance the donor's user experience as technology evolves to increase donations and average gift size.

QUALIFICATIONS

We are seeking a fundraising professional with 2-4 years' post-college experience working with digital marketing channels, including email and social media platforms, in a nonprofit or business environment. A bachelor's degree is required.

- 1) Ability to excel in a highly collaborative, team-based environment with both internal and external partners. Patience and maturity in dealing with donors, staff, and their requests.
- 2) Exceptional listening skills with proven experience building and sustaining quality relationships. An ability to engage with a variety of constituencies with varying interests and perspectives is important.
- 3) Proven experience in using HTML, content management systems (e.g., Drupal), email systems (e.g., Engaging Networks), CRM solutions and integration (e.g., Virtuous), Adobe Photoshop, social media platforms, responsive design/implementation, and mobile technologies.
- 4) Understanding of A/B testing, analytics tools, and the ability to turn metrics into actionable insights.
- 5) Have experience with donor or customer direct response, preferably in the nonprofit sector.
- 6) Possess skills in implementing new strategies and procedures in a collaborative environment; excellent critical thinking, project management, and strong donor-friendly approach.
- 7) Be an energetic, self-starting strategic thinker with strong organizational skills.
- 8) Have excellent design, proofing, writing, and editing skills including ability to provide effective feedback to graphic designers on user interface, layout, and design.
- 9) A commitment to and understanding of the mission and teachings of the Catholic Church
- 10) Sense of humor.

WORKING AT CATHOLIC EXTENSION

Our national headquarters is located at 150 S. Wacker Drive in Chicago, IL. Catholic Extension's 48 employees are talented in their respective fields and enjoy working both independently and with a team orientation. We encourage employees to work hard, embrace a growth mindset, and be flexible and adaptable. As our employees are a top priority, we offer competitive salary and comprehensive benefits to include medical, dental, vision, matched 403b, paid time off, paid holidays, professional development, office snacks and more. Our core values are:

- **Trust:** We forge relationships in the spirit of mutual trust.
- **Creativity:** We identify and invest in innovative solutions to the challenges that confront our Catholic faith communities.
- **Excellence:** We set the highest standards for every aspect of our organizational life and mission.
- **Accountability:** We are committed to our Team Covenant to enable us to fulfill our mission more effectively.

COVID-19

As a precaution of COVID-19, interviews will be conducted virtually and meeting in person as appropriate using masks and social distancing. We are beginning to transition back into our offices safely.

DIVERSITY, EQUITY, AND INCLUSION

We recruit, employ, train, compensate and promote regardless of race, gender, sexual orientation, religion, ethnicity, national origin, disability status, age, socioeconomic status and all the other facets of our humanity. Catholic Extension is an Equal Opportunity Employer. Applicants may request any reasonable accommodation that may be necessary to participate in the application process.

HOW TO APPLY

Catholic Extension has retained **DeVine Consulting** to assist in this confidential search processes. Inquiries, nominations, and applications (including a cover letter, current resume and writing samples) should be directed electronically to:

Margie DeVine, President
DeVine Consulting
Email: CE2021digitalgiv@gmail.com
Phone: 773.892.2993