

**Reports to:** Director of Resource Development

**FT/PT:** Full-time **Fair Labor Standards Act (FLSA):** E

**Send resume and cover letter to:** shanslow@uw.lafayette.in.us

**Position Overview:** Successfully engage all donors in a personal and meaningful way through the use of technology. Under the direction of the Director of Resource Development and in consultation with the Marketing Department, execute the 5 -Touch Donor Engagement Plan as well as United Way Campaign and engagement events, assuring delivery of a seamless year-round donor engagement strategy.

### Essential Job Functions

- Intuitive technology savvy in relationship to Salesforce, data mining, mail merge, proofing, and professional printed/electronic communication production for donor engagement, growth and retention.
- Exceptional written communication skills to create engaging donor communications including thank you notes, solicitation letters, invitations, and impact communications.
- Ensure Individual Donor Engagement (IDE) plan is executed annually with attention to executing all 5 touches in a timely and intentional manner.
- Execute event plans for all United Way Campaign events in partnership with the Resource Development Director and Marketing Team.
- Manage donor engagement through website and other social mediums, working within the structure of the Marketing Plan and under the guidance of the Marketing Team.
- Evaluate and segment donor data to customize all communications based on interest and / or pledge designation.
- Measure and analyze engagement efforts, including email metrics and donor feedback via web, social channels and individual engagement.
- Measure and analyze donor giving and retention by designated segments.
- Manage Apps as they become relevant.
- Engage Affinity Giving Groups, including Woman United, Emerging Leaders, Vanguard and Tocqueville.

### Non-essential Job Functions

- Administrative functions related to position
- Assist with organizational projects as time allows.

### Requirements

- Bachelor's degree in Marketing and Communications or related field (Preferred)
- Strong technology understanding to manage interface as it pertains to CRM (Salesforce), social channels, website and applications with an eye for donor engagement, growth and retention
- Compelling written and verbal communication skills
- Skilled with Word, Excel, and PowerPoint
- Proficient project management skills
- Ability to maintain a timeline
- Strong analytical and problem solving skills
- Ability to understand overall donor relationship management to meet donors in meaningful ways both with written communications and in person
- Knowledge of or ability to quickly learn communications and database marketing technology, including CRM(Salesforce), Mass email systems and variable content delivery technology
- Ingrained desire to partner with other departments as needed to increase donor engagement and retention

### Other Skills/Abilities

- Hard worker, ethical, detail oriented, organized team player traits
- Goal driven with demonstrated ability to work independently and achieve results
- Possess a valid driver's license and insured motor vehicle
- Successfully complete a criminal background check

**NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.**