

## Digital Fundraising Specialist Job Description

### JOB SUMMARY

Prenger Solutions Group (PSG) uses technology to help churches, schools and dioceses raise more money with fewer headaches.

The digital fundraising specialist will design and implement multichannel, digital fundraising campaigns for PSG's nonprofit clients. The successful candidate will possess:

- a broad base of general knowledge and skills in digital technology as well as demonstrated expertise with current and emerging trends in digital engagement
- proven marketing/fundraising strategy and communication skills with experience creating effective digital and multichannel campaigns
- ability to focus on current best practices and new emerging fundraising technologies including online giving functionality, email solicitations, stewardship outreach and social media
- exceptional organization and project management skills
- ability to manage simultaneous projects, priorities and deadlines
- excellent verbal and written communication skills
- a strong understanding of social media best practices
- a committed work ethic
- ability to collaborate and communicate internally with colleagues and externally with clients
- an understanding of social advertising campaign management and optimization practices for sites such as Facebook, Twitter and Instagram

### RESPONSIBILITIES

- Write copy for email, mobile, website and social media
- Work with PSG supervisor and clients to develop digital fundraising campaigns, specifically focusing on email and social media
- Create, manage and execute all aspects of automated email marketing campaigns including design, scheduling, tracking, A/B testing, optimization and reporting
- Develop, optimize and manage client landing pages and donation forms
- Stay up-to-date on digital fundraising trends and best practices; advise PSG clients on ways to improve results
- Monitor, evaluate and report on the results of campaigns across all digital channels
- Work collaboratively with client staff, including but not limited to administrative, development, information technology and social media professionals

### ESSENTIAL SKILLS & ATTRIBUTES *or* QUALIFICATIONS *or* REQUIREMENTS

- Must be well-organized, efficient, detail-oriented and able to work independently
- Passion for digital marketing/social media and desire to follow the latest trends is required
- Proficiency with Microsoft office products is required
- Excellent copywriting skills are required, along with basic skills in design, photography, videography, and general content creation

- Intermediate to advanced proficiency on all major social media sites is required (LinkedIn, Twitter, Facebook, Instagram, YouTube)
- 1-2 years of experience using Blackbaud Luminate to design digital marketing campaigns including email, landing pages, donation forms, tracking and follow-up is preferred
- Bachelor's degree in English, Journalism, Public Relations or related Communications field preferred
- Experience with Unbounce, MailChimp, SurveyMonkey, Hubspot, Marketo, Animoto and other digital marketing tools is a plus
- Experience with ParishSoft, Parish Data Systems, PushPay, eCatholic, Flocknote, Church Community Builder and Servant Keeper is a plus
- Experience with Donor Search, Wealth Engine, and Blackbaud Target Analytics is a plus
- Experience with Asana and Zoom is a plus

#### **HOW TO APPLY**

Send cover letter, resume and salary requirements for consideration to [Nic@prengersolutions.com](mailto:Nic@prengersolutions.com)

No unsolicited agency referrals, please

No phone calls please