



### Job Description

<b>Position Title</b>	Manager, Digital Fundraising
<b>Department</b>	Office of Resource Development
<b>Reporting To</b>	Senior Manager, RD
<b>Type of Position</b>	Regular – Full Time

#### **POSITION DESCRIPTION**

Manager Digital Fundraising will be responsible for **the growth of online fundraising and engagement programs by executing effective strategies and techniques** primarily through the Habib University donor web app and simultaneously via email, website, and other digital channels to onboard members. Manager Digital Fundraising will support the Resource Development Team in strengthening relationships with its current donor base through meaningful engagements and keeping them connected to the university's mission via an effective communication strategy.

The incumbent will be responsible for leading the efforts to initiate, develop and streamline products(collateral) and strategies.

The successful candidate will be an individual who believes in the mission of Habib University with a proven track record of driving digital sales and understanding of digital fundraising eco system. The incumbent is results and people-oriented, and possesses a strong work ethic and superb attention to detail. Strong communication skills with an ability to persuasively convince people towards educational philanthropy.

#### **DUTIES AND RESPONSIBILITIES**

- ✓ Digital fundraising and engagement initiatives to acquire, renew and retain members.
- ✓ Oversee creation and execution of online cultivation, stewardship and engagement communications, as well as direct solicitations.
- ✓ Implement Peer-to-Peer fundraising initiatives and Giving Day campaigns.
- ✓ Coordinate with other members of the RD department on ongoing fundraising campaigns, ensuring the creation and delivery of strategic support messaging that is consistent across all platforms
- ✓ Work within an existing brand voice, both in visual representation and editorial style, in order to support the consistency of messaging across campaigns and the organization.
- ✓ Develop and test new initiatives and innovative concepts to increase digital community members
- ✓ Manage online communications calendar and oversee the creation, production and delivery of email communication.
- ✓ Stay abreast of industry best-practices, within public media, among non-profits more broadly and in the commercial sector
- ✓ Work closely with colleagues in both the RD and Marketing and Communication department & technical services team for smooth running, updates and management of the Web App
- ✓ Proactively monitor social media and volunteer engagement to identify and launch initiatives that drive donations
- ✓ Conceptualize meaningful events, digital and in person to keep both prospects and donors engaged.

#### **REQUIRED JOB SPECIFICATIONS**

<b>Required Qualification</b>	✓ Bachelor's Degree in Business, Computer Science, Information Systems, or related field
<b>Required Experience</b>	✓ 3-5 years' experience in digital product selling or similar ✓ Strong analytical, prioritization, and negotiating skills ✓ Usability and customer-focused design experience a plus ✓ Passionate about building great products and solving customer and business problems

<b>REQUIRED JOB COMPETENCIES (Technical and Soft Skills)</b>		
<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Interpersonal and Communication Skills	High
2.	Proactively monitor social media and volunteer engagement to identify and launch initiatives that drive donations	High
3.	Conceptualize meaningful events, digital and in person to keep both prospects and donors engaged.	High