



Position Title:	giveBIG St. Croix Valley Program & Development Director
Reports to:	United Way St. Croix Valley, Executive Director
Type of Employment:	.60 FTE, September through May
Compensation & Benefits:	As outlined in the employee benefit policies

Position Overview: The giveBig St. Croix Valley Program & Development Director is responsible for driving broad awareness and engagement within the local community to raise \$500,000 in the annual giveBIG St. Croix Valley online giving campaign to support local nonprofits. The ideal candidate will have experience with multichannel fundraising strategies and execution; including knowledge of and passion for fundraising through digital channels including social media platforms, email and the web. This position maintains and develops event sponsors, new donor acquisition and donor retention in order to expand and diversify the base support and increase the level of giving. The Director should be a strong project manager with proven success in strategic planning and implementation of digital fundraising campaigns.

RESPONSIBILITIES

Digital Marketing & Development

- Develop and implement a digital marketing strategy and social media PR campaign utilizing various methods of electronic messaging. This includes:
 - Create editorial calendars.
 - Generate, edit, publish and share daily social content that builds meaningful connections and encourages community members to take action.
 - Generate publicity for program and the giveBIG St. Croix Valley day through a strategic PR strategy that leverages local media outlets.
- Engage and develop social networks and email lists to build strong relationships with donors, nonprofits and event sponsors.

- Develop, manage and implement digital advertising initiatives that build on giveBIG St. Croix Valley brand and drive action.
- Evaluate effectiveness of marketing and fundraising campaign and use insights for continual improvement.

Management & Leadership

- Manage a wide variety of tasks and responsibilities while strengthening existing and new stakeholder relationships.
- Manage the development of compelling digital images and video in growing the digital audience.
- Report on data and trends as they relate to giving day to inform strategy and achieve annual fundraising goals.
- Organize and prepare agendas and facilitate meetings with giveBIG St. Croix Valley leadership team.

Additional Duties:

- Perform other duties as assigned.

Qualifications:

- A minimum of a Bachelor's degree in preferred fields of marketing, public relations, philanthropy or other relevant program; with at least three years of experience in fundraising, community organizing, training, sales or related field.
- Strong knowledge of current and developing online fundraising strategies, mobile and new technologies.
- Demonstrable professional social networking experience and social analytics tools knowledge.
- Project management experience in digital media required.
- Excellent verbal and written communication skills along with strong relationship-building.
- Strong leader and demonstrated experience with building programs; and ability to work independently.
- Ability to show initiative; organize workflow; manage multiple projects. Proficiency using social media platforms and Microsoft Office.

Please submit cover letter and resume by November 16, 2018 to Ann Searles, Executive Director ann.searles@unitedwaystcroix.org