

# Manager, Membership Data (and Digital Fundraising) - Catholic Charities USA

**Location:** Washington, DC



## **REPORTS TO**

Senior Director, Annual Fund

## **POSITION DESCRIPTION**

The Manager of Membership Data (and Digital Fundraising) will be responsible for overseeing and managing the information in the database for Member Services and operational support teams of the National Office.

This position works closely with CCUSA's Senior Director of Membership and will be responsible for the accuracy of the master database of all information related to Member Services, including data entry, accuracy, cleansing and manipulation, statistical reporting and analysis, mailing list management and relationship management for all entities and ministries that might fall within the membership.

The manager will work closely with the Disaster Operations Dept. and Events staff members as well to ensure all information necessary for reporting to member agencies for events attended are accurately recorded. The manager will work with these teams to produce data upon request from agencies, as well as CCUSA's member services staff.

Additionally, this individual will work with the Communications Dept. in order to align digital communications and manage the organization's Google Analytics program that supports the team's ongoing initiatives to capture agency staff participation.

Providing excellent customer service, anticipating and exceeding the needs of all departments working directly with member agencies is of utmost importance.

## **PRIMARY RESPONSIBILITIES**

- Develop and implement a strategy that promotes the goals of the Organization that measures agency activity – particularly those surrounding strategic initiatives.
- Work closely with Sr. Director, Membership to produce annual service utilization report.

- Work with the Sr. Director, Membership and Finance Dept. to produce annual membership billings.
- Help convert website users to prospective donors and advocates.
- Help create email marketing campaign for donor solicitations and cultivations.
- Increase acquisition and retention of donors and advocates through a compelling supporter experience.
- Provide support to and direct assistance with planning and implementing electronic giving campaigns.
- Coordinate with members of the Development and Communications teams in leveraging digital tactics to support general campaigns.
- Work with the Sr. Director, Annual Fund and Database Administrator to develop strategies to grow current donor database.
- Stay abreast on emerging technologies and determine utilization of such.

## **LEADERSHIP EXERCISED**

- Motivates and communicates effectively with key stakeholders – internally and externally.
- Maintains sound judgement when messaging on behalf of CCUSA.
- Exercises leadership in CCUSA's mission to Reduce Poverty in America, while promoting our Catholic Identity and the principals of Catholic Social Teaching.
- Embrace CCUSA's values and the behaviors that support these values.

## **KNOWLEDGE, SKILLS & ABILITIES**

- Advanced working knowledge of Blackbaud's Raiser's Edge.
- Detail-oriented, with strong organizational, analytical, and planning skills.
- Aptitude for the management and effective use of information systems.
- Excellent ability to prioritize and manage multiple projects, and a variety of demands and deadlines.
- Must possess knowledge of fundraising principles and practices.
- Understanding of SEO/SEM a plus.
- Experience with HTML/CSS a plus.
- Experience using Google Analytics and Google Tag Manager required.
- Experience implementing and managing paid media programs such as Google search and display ads.
- Experience crafting marketing, fundraising and stewardship emails.
- Strong customer services skills.
- Ability to exercise sound judgment and to make timely, value-based decisions.
- Ability to excel in fast-paced, changing, and challenging environments.

## **EDUCATION & EXPERIENCE**

- BS/BA (or equivalent experience) in communications, marketing, journalism or related field.
- Minimum of five years' experience in digital marketing or online journalism.

- Background in a non-profit, association or related field preferred.

## **APPLICATION PROCESS**

Please submit your resume and cover letter to [hr@catholiccharitiesusa.org](mailto:hr@catholiccharitiesusa.org).

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