

## Manager, Digital Engagement

The Manager, Digital Engagement will lead the online and email fundraising efforts within the Direct Response program focusing on the core (<\$1,000) donor audience. In this role, the Manager will develop, implement, and track digital campaigns to increase fundraising, grow the online donor audience, and integrate digital efforts across the National Park Foundation Philanthropy team. Key focus areas will be around creating strategies and processes to improve donor conversion and retention metrics, continue program growth, and implementing the sustainer (monthly) giving program. This position will report to the Director, Direct Response and work along with internal teams and an external digital agency to integrate communications and enhance the overall NPF donor experience.

### WORKING AT NPF

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

In 1872 America did something unprecedented; it set aside more than one million acres of wilderness for the benefit and enjoyment of the people. For more than 100 years, citizen involvement and private philanthropy have helped to improve, preserve and protect America's national parks. Since it was established by Congress in 1967, NPF has sustained this legacy of private philanthropy. We are a small organization with a big mandate. Learn more about us at [www.nationalparks.org](http://www.nationalparks.org).

You will be joining this growing organization at an exciting, pivotal, moment in the 50-year history of the National Park Foundation and the 100-year history of the National Park Service.

### RESPONSIBILITIES AND DUTIES

Core Functions:

- Guide the online direct response fundraising program encompassing digital solicitations, cultivations, donation page management, and overall digital fundraising strategies
- Plan, manage, and report on testing initiatives to improve campaign metrics and donor activation
- Manage a digital agency through directing campaign strategies, managing production timelines, and tracking online fundraising metrics
- Develop list management and growth strategies to enable continued program expansion.
- Support other NPF donor programs, such as mid-level and planned giving, with specific and coordinated digital outreach strategies
- Work along with offline channel fundraising to ensure integrated donor outreach
- Assists in running the sustainer (monthly donor) program to review gift processing, solicitation, and cultivation strategies to grow the pool of active monthly donors
- Monitor email campaign KPI's to track and report on program performance
- Work with internal marketing and communications team for joint paid search and social media advertising
- Work with internal and external stakeholders to coordinate digital messaging and communications
- Experience managing with a peer-2-peer and/or crowdfunding program desired but not mandatory

## **ESSENTIAL EXPERIENCE, SKILLS AND COMPETENCIES**

The ideal candidate should have the following:

- Exceptional communication skills, both written and verbal. Ability to draft, proofread, and edit well-written emails, donation pages, and other communications for donors. Will need keen attention to detail and timelines
- Ability to define, refine, and document processes
- Must possess the ability to communicate complex information effectively, take a team approach, and initiate work
- Position requires excellent organization, time management, analytical, and problem-solving skills
- Must work effectively and collaboratively with a wide range of staff across several departments
- Ability to use Microsoft Office Suite
- Knowledge of eCRM system is required, experience with Engaging Networks online platform is a plus
- Familiarity with HTML, CSS, or other coding language is a plus

### **Preferred education and experience:**

- Bachelor's degree in a related field from an accredited institution
- 4-5 years of experience in digital marketing, nonprofit direct response fundraising, or other similar roles
- Experience within a nonprofit development office strongly preferred

### **TO APPLY**

- If you know you are the perfect candidate for this position, we want to hear from you. Please submit your application through the National Park Foundation ADP portal found [here](#). If you know you are the perfect candidate for this position, we want to hear from you. Please submit your cover letter, resume and salary history by email to [resumes@nationalparks.org](mailto:resumes@nationalparks.org). Please indicate "Manager, Digital Engagement, Direct Response" in the subject line of the e-mail.

*National Park Foundation is an Equal Opportunity Employer. Candidates of all backgrounds are encouraged to apply.*