

Digital Giving Coordinator

OLV Charities

POSITION SUMMARY:

The Digital Giving Coordinator serves as the subject matter expert on developing and executing an annual e-philanthropy program within OLV Charities. He / She is responsible for the development and execution of donor engagement through online fundraising strategies and programs, attaining and exceeding annual revenue goals by growing the online donor base and elevating the level of financial contributions.

The Digital Giving Coordinator serves as the OLV organizations' (OLV Charities, OLV Human Services, OLV Parish/Shrine and the OLV Elementary School) primary point person on e-philanthropy efforts, owning responsibility for the content and results of all related activities, and fundraising campaigns via organizational social media and websites channels.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Lead OLV Charities' digital fundraising, in collaboration with the Creative Services Department, via the organization's website, email marketing and social media platforms. This includes targeted annual campaigns and special opportunities.
2. Serve as an enthusiastic and active member of the Annual Giving team focusing on all online strategies, with an emphasis on digital fundraising, email acquisition and stewardship, peer-to-peer fundraising, and maintaining website fundraising content, as well as supporting digital integration of direct mail initiatives.
3. Secure donations to achieve fundraising goals
4. Establish metrics to support philanthropy strategy and measure results
5. Facilitate e-philanthropy opportunities for case-driven initiatives across OLV organizations (e.g., OLV School Angel Fund, OLV Human Services WAY Programs, Camp Turner).
6. Drive and lead the email communications strategy incorporating acquisition and stewardship, including instituting best practices, increased donor engagement, and automated giving.
7. Manage engagement and cultivation of leads acquired through online fundraising and create ways to foster higher giving levels.
8. Build and maintain queries and reports, i.e., campaign and appeal performance, constituent information and history, and year-over-year comparisons.
9. Stay up to date on latest digital trends and innovations.
10. Other duties as assigned.

SKILLS

1. Ability to set clear goals and strategies.
2. Creative and able to produce engaging written and visual communications.
3. Excellent verbal and written skills with a talent for expressing complex ideas in simple and effective language.
4. Excellent interpersonal skills with ability to build positive relationships with others
5. Strong ability to portray confidence and professionalism in engaging with donors and OLV associates.
6. Excellent organizational skills and attention to detail
7. Ability to assess, prioritize and manage a varied and demanding workload.
8. Ability to work independently and in a team environment
9. Ability to take initiative and problem solve issues creatively and independently
10. Ability to analyze and interpret data, identify trends and make recommendations that translate into results
11. Ability to demonstrate OLV Charities' values and mission

EDUCATION AND EXPERIENCE

1. Bachelor's degree in related field or relevant experience preferred.
2. 2-3 years of experience in supporting online fundraising programs preferred.
3. Experience with Microsoft Office applications required.
4. Fundraising database management experience preferred.
5. Email and digital marketing experience required.

Email resume and cover letter to: olvc-careers@olvcharities.org

Or send cover letter with resume to:

OLV Charities

Human Resources Department

780 Ridge Road; Lackawanna, NY 14218