

Posting Information

Position Title: Sr. Director, Integrated Constituent Engagement **Position Type:** Full-Time
Position Location: Flexible, with the right qualifications **Position Pay:** \$100,000 - \$115,000
Hiring Manager: Lynda Smith | hr@yuniquefoundation.org | 385.345.4556

Foundation Purpose

We inspire hope in women who were sexually abused as children or adolescents by providing healing services through retreats, support groups, and online resources.

We educate and empower parents and caregivers to protect children from sexual abuse through community and online resources.

We advocate for open discussions about sexual abuse through community dialogue and social awareness.

Qualifications

We are seeking a Sr. Director, Integrated Constituent Engagement who will be responsible for developing digital strategies and tactics for the acquisition and renewal of donors, including the growth of the monthly giving program. Maximizing revenue by increasing donor value will be key to success.

The location of this position is flexible for a candidate with the right qualifications.

Educational/Professional Requirements

- Bachelor's Degree in Marketing or equivalent certification/experience in digital

Experience Requirements

- Experience in building a digital strategy.
- Proven track record of generating \$5M+ revenue annually through multiple campaigns.
- Subject matter expert for all digital fundraising functions.
- Overall understanding of organizational branding and marketing.
- Non-profit experience preferred

Responsibilities

- Develop and monitor the revenue budget \$2M - \$5M and expense budget for these programs.
- Oversee and monitor performance of agency partners and other digital partners.
- Develop and implement reporting and analysis aimed at constant improvement of fundraising results.
- Direct management of the small donor database.
- Collaborate effectively with the marketing/branding teams in the following areas:
 - Digital fundraising goals
 - Website traffic
 - Input into website content

- Social Media management
- Celebrity engagements for campaigns
- Input on mutually beneficial technical projects
- Content gathering
- General integrated campaign calendar