



Digital Campaigns Coordinator

Department: Digital Services

Reports to: Senior Digital Marketing Manager

Level: coordinator

Job type/status: full-time, 1099 or salaried employee

Compensation: \$15-20 hourly / salary \$32-\$42k depending on experience

Location: NextGen has offices in Philadelphia, New York and San Francisco

Company profile:

Our mission is simple: to build better relationships between our clients and their supporters. We're driven by sound strategies, solid analysis and an understanding that when we're successful, good things happen in the world.

Headquartered outside of Philadelphia and with offices in the Bay Area and New York City, we serve primarily mid-size nonprofits across sectors as diverse as public media, education, human services, veterans affairs, environmental and animal welfare.

Position Description:

Our digital services business unit is growing! If you're a skilled digital coordinator with experience of taking digital fundraising or marketing campaigns from concept to completion - through editorial, creative, coding, testing and deployment to performance analysis - then we want to hear from you.

Reporting into the Senior Digital Fundraising Manager and working closely with NextGen's creative services team and client account managers and coordinators, this role will be responsible for bringing high-quality execution to our clients' digital campaigns across email, landing pages, social and digital advertising. All of the elements listed above will be required for some clients; and some of them for all our clients.

Experience Required:

Strong technical and executional skills are required in this role, including the ability to read and hand-code HTML and CSS. Comfort with managing multiple client deadlines and keeping track of multi-part campaigns across digital and offline channels is essential. The ability to take responsibility for your workload, proactively understand requirements and predict/solve challenges ahead of implementation, and go the extra mile to ensure client success is also essential.

The successful candidate will likely have experience with: Convio/Luminate; Salesforce; MailChimp; Emma; Constant Contact, Campaign Monitor and/or other commonly-used email and online fundraising tools in the nonprofit sector.



Familiarity with tools like Email on Acid, Litmus, Google Analytics, Google Adwords, and Google Optimize is highly valuable.

Similarly, we'd love it if you have hands-on experience with Adobe Creative Suite tools like Photoshop, Lightroom and Dreamweaver.

Strong writing skills are also highly desirable but not required.

How to Apply:

Email your resume and cover letter explaining how your experience is relevant to the requirements outlined above plus any examples of your work that you'd like to highlight to **Carol Leister** at talent@nextgefr.com by 5pm eastern time, Friday July 13, 2018.

Please note: resumes submitted without a cover letter will be disregarded.