



Digital Marketing Manager

Next Generation Fundraising
New York, Philadelphia, San Francisco

Role type: permanent
Reports to: Sr. Digital Marketing Manager
Location: flexible

Position Summary:

Next Generation Fundraising is a full-service, integrated fundraising agency with offices on both coasts serving clients across public media, animal welfare, environmental and human services sectors.

In business for more than 20 years, NextGen has recently experienced significant growth in our digital services division. As a result, we need a highly-competent, self-directed Digital Marketing Manager to supplement our growing digital team and provide additional capacity in support of client relationships and contracts.

The Digital Marketing Manager is likely to be early- to mid-career with experience of nonprofit fundraising or commercial marketing (or both) primarily via digital channels. An understanding of traditional fundraising and marketing channel techniques (direct mail, DRTV, radio, outdoor, print) is highly desirable, but non-essential. They will be a competent digital practitioner with up to date technical abilities, solid writing and editing skills, a clear understanding of how data informs campaigns, and able to execute to a high standard of accuracy with minimal supervision and under time pressure.

Major Responsibilities:

The primary responsibilities of the Digital Marketing Manager will be to implement digital fundraising campaigns, or campaign components on digital channels, for our clients. [Depending on client internal capacity, campaigns may require more or less executional input.] They will also be responsible for performance reporting and campaign optimization. Surfacing key takeaways/recommended next steps from data will be a crucial responsibility of this role.

The Digital Marketing Manager will be encouraged to be a thought-partner to the Sr. Digital Marketing, account managers, and, at times, agency leadership. They will assist with the development of marketing and fundraising strategies for clients, informed by their past experience and outcomes/performance of current and recent client campaigns.

Specific Duties include:

- Coordinate implementation of email marketing campaigns, including copy, creative, personalization/versioning, coding, testing, segmentation, tracking, landing pages, measurement and optimization
- Coordinate development of digital advertising campaigns, including copy, creative, targeting, testing, tracking, landing pages, measurement and optimization.
- Develop and maintain working relationships with media and data partners; negotiate ad rates and placements; manage campaigns to objectives against budget.
- Donor data and campaign performance analysis.
- Assist Director of Digital Services, account coordinators and managers with maintenance of client deliverables.
- Assist Sr. Digital Marketing Manager with other client and marketing tasks as required.
- Keeps abreast of technological developments, hacks, tricks and techniques that NextGen may use on behalf of its clients.
- Occasional travel to meet with clients and conferences may be required

Education Requirements:

- Four year College Degree, with a concentration in Marketing, Communications or English, preferred.

Essential Knowledge, Skills & Traits:

- 5-7 years of experience in digital marketing and/or ad buying.
- Experience managing high velocity advertising campaigns against tight budgets
- Excellent written and verbal communication skills.
- Affable, calm, can-do personality.
- Strong interpersonal skills.
- Well-organized.
- Creative.
- Knowledge of and experience with common nonprofit CRM and fundraising toolsets like Convio, Luminare, eTapestry, Blackbaud Net Community, Salesforce, NGOConnect, Allegiance, etc.
- Knowledge of and experience with common nonprofit email tools like Mail Chimp, Constant Contact, etc.
- Proficiency with Google tracking and reporting toolsets – Google Analytics, UTM, Google Tag Manager, Google Adwords.
- Ability to hand-code HTML and CSS a real plus.
- Understanding of mobile-first design principles and best practices highly desirable.
- Proficiency with desktop software applications, including MS Word, Excel, and Adobe Creative Suite.

How to Apply:

To apply, please send a resume and cover letter including salary requirements to:

talent@nextgenfr.com

Or by mail, using the position title as the addressee, to:

Digital Marketing Manager
1235 Westlakes Drive
Suite 130
Berwyn, PA
19312