

## Manager, Digital Marketing/Communications

### **Position Type: Salaried**

The Dian Fossey Gorilla Fund International is dedicated to the conservation and protection of gorillas and their habitats in Africa. We are committed to promoting continued research on the gorillas and their threatened ecosystems and to providing education about their relevance to the world in which we live. In collaboration with government agencies and other international partners, we also aid local communities through education, health, training and development initiatives. We are based in Atlanta, Georgia, with field and program headquarters in Rwanda and the Democratic Republic of Congo.

### **Position Description**

Reporting to Chief Advancement Officer, the **Manager, Digital Marketing & Communications** is responsible for managing and enhancing the digital channels and platforms (social media, websites, e-communications) for Dian Fossey Gorilla Fund International on the local, national and global scales for both brand awareness and revenue generation. This position combines strategic and tactical expertise in developing and leading digital marketing and communications and fundraising initiatives/campaigns with superb leadership qualities to mentor, coach, and build strong relationships organization- and enterprise-wide. This individual will possess a strategic thinking, problem-solving mentality, strong digital online community and campaign organizing abilities with technical knowledge, sharp Web design and user skills. This position is responsible for the front-end operations of national and global public website and social media, ensuring engaging and current content, strategic alignment, and brand compliance. The Manager works with domestic and international staff to achieve a cohesive and experientially rich digital presence and successful delivery of financial revenue targets.

### **Duties:**

1. Lead a team that maintains, expands, and coordinates DFGFI global presence in social media and websites (gorillafund.org, Twitter, Facebook, Instagram, LinkedIn, etc.).
2. Lead, mentor, coach, and develop staff (social media coordinator and Web developer) as well as appropriate vendor relationships.
3. Develop and implement a fully integrated annual digital marketing and communications strategy in conjunction with annual online revenue goals.
4. Work with other members of the Communications department to develop, maintain, and implement a digital content strategy in support of key organizational initiatives, positioning, and products.
5. Overseeing donor segmentation through online channels to ensure targeted solicitations and stewardship.
6. Responsible for managing and implementing online giving programs, including
  1. **Digital + Acquisitions** - Collaborate with Digital Coordinator to increase donor engagement, cultivation, and solicitation through digital channels including owned, paid, and earned media.
  2. **Adoptions** - Expand and manage the organization's symbolic adoption program
  3. **Recurring Giving** - Expand and manage the organization's recurring giving program

4. **Campaigns** - Design, implement, and manage four campaigns per year. Potential areas of focus include recurring giving, donor appreciation, education, and giving Tuesday/end of year giving.
7. Manage benefits, materials/merchandise, and products for the giving programs.
8. Provide regular reporting on analytics of our online donor programs, and make recommendations for program growth, direction and connectivity into non-digital revenue streams
9. Working with CAO, ensure that donor giving programs and levels are streamlined, manageable, clear, efficient, and effective for successful long-term outcomes.
10. Shepherd DFGFI own online social network and execute on an engagement strategy: run engagement program and online fundraising campaigns; send action alerts, manage community events, and communication.
11. Work with internal stakeholders to develop digital marketing strategies (email campaigns, Micro campaigns, etc.).
12. Lead a continued SEO campaign, to include a strategy for DFGFI, DFGFI presence on partner sites and social sites, content sharing, content tagging, and other tactics.
13. Establish national digital engagement metrics: use Web/social network data and tracking systems to compile online engagement reports and monitor activity/success in the online presences/research and message testing.
14. Lead the work of Web creative staff, contractors, and volunteers.
15. Keep abreast of emerging trends and technologies, interface with IT and other internal stakeholders to ensure smooth implementations. Serve as an enterprise-wide resource and knowledge manager.
16. Other duties as assigned.

The ideal candidate will have a minimum of five years professional fundraising experience, supervisory skills and successful track record. The candidate must have excellent written and oral communication skills; strong digital fundraising experience, sound financial management skills; strong computer skills; and the ability to manage competing priorities effectively. The qualified applicant will be a highly organized, self-starter capable of multi-tasking. He/she will have excellent people skills. The Manager of Digital Marketing/Communications must be energetic, team-oriented, enthusiastic and positive in a demanding environment. Proficient in using Microsoft Office products: Excel, PowerPoint, Word. Working knowledge of both forward facing and back end fundraising software packages; Raiser's Edge, Salesforce experience preferred.

To apply, please send a cover letter, resume and a list of three references to [hlaw@gorillafund.org](mailto:hlaw@gorillafund.org). Please include "Manager, Digital Marketing & Communications" in the subject line of your email. No phone calls please.