**Job Title: Manager, Annual Fund and Digital Marketing**

**Job Summary:**

The Manager for the Annual Fund and Digital Marketing is a full time exempt position and serves as a member of the Camp Boggy Creek Development Team playing a key role in the implementation of a year-round fundraising program for Camp Boggy Creek. This position will implement and oversee the execution of a high quality, fully integrated, multi-channel Annual Fund Campaigns and Digital Marketing program to meet the Annual Fund revenue goal of $450,000 that supports the Camp's total Fundraising Goal of $4.5 million plus annually. The position is responsible for renewing, upgrading and acquiring new donors, retaining and upgrading existing donors by developing effective Annual Fund strategies to cultivate, solicit and steward donors. Key areas of responsibility include creating and writing: direct mail appeals; digital fundraising messages including email communications/online appeals, social media; and Camps' printed publications. Works within the Camp donor database software and applications, and uses Blackbaud software and other benchmarks to track and identify giving trends. Supports strategic planning initiatives, budget planning, and produces annual fund giving analysis, and donor reports.

**Essential Duties & Responsibilities:**

*Some Key Annual Fund Responsibilities Include*:

- Oversee the development and growth of Annual Fund programs and direct mail campaigns to acquire new donors and retain existing donors to secure donations from diverse sources to reach and grow the annual fund revenue goal of $450,000 each year.
- Oversee the Annual Giving Donor Club - Campfire Partners (Gifts of $1k up to $10k)
- Develop and implement an annual fund calendar that includes donor-centric strategies /tactics for identification, cultivation, solicitation and stewardship of individuals giving up to $10,000.00.
- Responsible for creating content and managing social media platforms in order to increase brand awareness and philanthropic support of existing and new donors. These include but are not limited to: Facebook, Instagram, Twitter, and LinkedIn.
- Facilitates and provides support to vendors involved with Direct Mail appeals and other camp communications (print and online) such as but not limited to: Direct Marketing Mail Houses, mass mailing and printing companies, etc.
- Create targeted electronic strategies (e-newsletters, e-blasts/appeals, e-cards/ invitations) providing updates on the organization's accomplishments, compelling mission articles/testimonials, promoting events and other opportunities for involvement with the Camp

Some Key Marketing and Communication Responsibilities Include:

- Help to raise visibility of the organization through the implementation of a comprehensive communication plan with specific focus on increasing the utilization of technology: on-line communications, website, social media, bloggers, and mobile devices
- Oversee the Camp's digital presence insuring that information is dynamic, current and continues to draw donors and other key constituents (donors, volunteers, campers/parents, camper alumni, and medical professionals) as well as the public to the site.
- Work with CDO and Development Project Specialist to create communication strategies and timelines for all Camp Boggy Creek events.

- Serve as editor for Camp Boggy Creek publications, print, audio and video.

**Qualifications:**

Education & Experience:

- Bachelor's degree required.
- Three or more years' full time experience with non-profits and demonstrated track record in reaching fundraising revenue goals
- Experience with annual fund strategies including direct mail and E-philanthropy
- Strong project management skills, detail oriented, organizational and problem solving skills
- Excellent written communication skills that provides compelling mission impact and donor centric to include writing and editing
- Experience with media relations, web management, and graphic design
- Proficiency in Microsoft Office applications
- Donor database experience; Raisers Edge preferred