



JOB DESCRIPTION

Position Title: Digital Marketing Coordinator
Reports to: Director, Corporate Communications
Classification: Non-Exempt
Date: August 2019

I. Summary/Objective

The Digital Marketing Coordinator develops and executes multi-channel digital campaigns to promote WNED | WBFO initiatives, programs, productions, membership, and giving to meet Audience and Development/Membership goals. This position works with the Director of Corporate Communications to execute digital communications in coordination with all departments seeking digital communications support.

II. Essential Functions

1. Coordinate and execute communications campaigns across multiple digital channels.
2. Collaborate with the Corporate Communications team, , and the Web Development Team to create, coordinate, and deploy multi-channel digital campaigns with the goal of building audience for company initiatives, events, programs, and productions.
3. Maintain an editorial calendar of all planned email communications that is accessible to Corporate Communications and Development.
4. Ensure diversity in content reaching audiences and implement strategies to reduce unsubscribe rates.
5. Collaborate with members of Membership, Pledge, and others within Development to create and deploy multi-channel digital fundraising campaigns for donor solicitation efforts.
6. Develop and implement digital fundraising programs including fundraising e-newsletters, e-mail acquisition, digital fundraising via website, e-mail, mobile, and social media.
7. Consult with VP of Membership and Director of Corporate Communications to coordinate off and on-air campaigns.
8. Collaborate with the Development team to increase Sustainer and Passport program enrollment, engagement, and retention.
9. Conduct ongoing assessment of campaigns with regular testing, reporting and analysis.
10. Set benchmarks across all digital channels.
11. Evaluate and report monthly on digital campaign results to include the analyses of data and recommendations to facilitate the improvement of response rates and increase online subscriber and donor retention.
12. Stay up-to-date with best practices in digital fundraising and marketing tactics.
13. Maintain accurate data and identify targeted donor files for solicitation.
14. Coordinate with Membership to identify donors and generate data files for campaigns.
15. Execute list building and segmentation in the CRM for targeted communications.
16. Maintain accurate prospect and donor digital lists in email software.

III. Required Education and Experience

1. Bachelor's degree in Marketing, Public Relations, Communications, Data Analytics, or other related field required.
2. 2+ years of digital marketing experience required, digital fundraising preferred.
3. Experience with email service providers required, digital fundraising platforms and web content management systems preferred.



4. Ability to generate and maintain digital tracking and analytic reports in Excel required.
5. Advanced knowledge in Microsoft Office products. Knowledge of Google Analytics, Adobe, Databases (Customer Relationship Management), and other software..
6. Ability to test and trouble-shoot, strong analytical skills.
7. Outstanding verbal and written communication skills..
8. Entry-level graphic design capability desired.
9. Organized and able to multi-task to complete projects with strict deadlines in a timely fashion.

IV. Supervisory Responsibility

No supervisory responsibility associated with this position.

V. Position Type/Expected Hours of Work

This is a full-time position. Hours of work are Monday through Friday, 8:30 a.m. to 5:00 p.m., 40 hours per week. Due to on-air fundraising and events, hours can exceed 40 hours per week. Flexibility in work hours for before and after regular business hours and weekend work is required.

VI. Travel

Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

VII. Physical Demands

This is largely a sedentary role; however, occasional filing is required. This would require the ability to lift files or boxes, push carts, open filing cabinets and bending or standing on a stool as necessary.

VIII. Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

IX. EEO Statement

WNED | WBFO is an Equal Opportunity Employer committed to excellence through diversity and inclusion.