

<p>Position Description Department: Development and Communications Title: Manager, Digital Marketing</p>	
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National Forest Foundation (NFF) is pleased to offer a regular, full-time position that will provide valuable experience in digital strategies, nonprofit development, information management, marketing, communications, and more. The position will provide valuable experience in the field of nonprofit development, information management, marketing, communications, and more.

About the NFF: The NFF works with communities and organizations to conserve and enhance the watersheds, wildlife habitat, wild places, and recreational opportunities across our 193-million-acre National Forest System. The NFF seeks to engage all Americans in this work.

Position Function: In this new role, we are seeking a dedicated and talented Manager, Digital Marketing to support stewardship and lead the growth of online fundraising and engagement programs. This position will execute strategies and techniques via email, website promotions, and other digital channels. The Manager will develop and implement marketing strategies to support fundraising across the organization and ensure the NFF is stewarding its funders and donors strategically. If you consider yourself a digital wizard, with a passion for public lands and a commitment to outstanding donor service, then this may be the career move you’ve been seeking!

Position Duties and Responsibilities:

- Lead digital fundraising and engagement initiatives to acquire, reactivate and retain individual donors by partnering with external strategy and software agencies.
- Ensure NFF has strong stewardship practices in place; support these with systems that help front-line fundraisers deepen relationships and serve funders, corporate partners and donors’ needs.
- Manage creation and execution of online cultivation, stewardship and engagement communications, as well as direct solicitations.
- Develop and manage emails, landing pages, tools and graphics for online fundraising activities, including donation forms and event management.
- Create Peer-to-Peer fundraising initiatives and Giving Day campaigns.
- Coordinate with other members of the NFF Development and Communications and Field Staff departments on omni-channel fundraising campaigns, ensuring the creation and delivery of strategic support messaging is consistent across all platforms.
- Support the existing brand voice, both in visual representation and editorial style, in order to support the consistency of messaging across campaigns and the organization.
- Develop and test new initiatives and innovative concepts for fundraising.
- Establish digital donor marketing calendar and oversee the creation, production and delivery of email communication.
- Liaise with cross-divisional colleagues on management of fundraising tools on website and social media engagement and serve as digital content manager for individual donor programs.

- Oversee high-level services provided through Blackbaud database, in close coordination with others on Marketing and Communications team.
- Research, recommend, and implement process automations within Blackbaud, website, and other existing platforms to increase efficiency for staff, accuracy for our constituents, and high level of donor/funder stewardship.
- Stay current on industry best-practices, within digital fundraising and stewardship, among nonprofits more broadly and in the commercial sector.

Education and Qualifications: The NFF expects the person holding the Manager, Digital Marketing position to possess the following educational and experiential qualifications:

- Bachelor’s degree preferred.
- Five plus years of related work in development.
- Proficiency with spreadsheets, databases (CRM preferably), email applications, and major office applications.
- Knowledge of and proven ability to develop and implement digital fundraising strategies.
- Experience with building and maintaining donation forms, surveys and other user engagement features, and running reports/interpreting audience analytics.
- Understanding of integration strategies (data, processes, etc.).

Abilities and Skills: NFF expects the Manager, Digital Marketing to possess:

- Exceptional communications skills; ability to translate users’ needs into systems.
- Comfort moving between different departments and bridging different goals/strategies within the organization.
- Display creativity and initiative; respond quickly to last-minute needs and changing priorities.
- Possess a natural curiosity for learning and problem solving.
- A team player that is detail-oriented, organized, motivated and creative.
- Propensity for innovation and the pursuit of improvement.
- Enthusiasm for the mission of the National Forest Foundation and public lands.
- Emotionally intelligent with patience and a sense of humor.

Location: It is preferred that this position be based in the NFF Missoula, Montana headquarters.

Compensation: The NFF offers a competitive salary schedule based upon experience.

To Apply: Please send a **cover letter, resume, and brief writing sample** by July 26, 2019 to Sheree’ Bombard at sbombard@nationalforests.org with subject line: “Application for Manager, Digital Marketing”.

The National Forest Foundation is an equal opportunity employer and welcomes a diverse pool of candidates in this search.

Additional information on the National Forest Foundation can be found at www.nationalforests.org.