



## POSITION DATA

**JOB TITLE:** Senior Manager, Digital Fundraising  
**DEPARTMENT:** Institutional Advancement  
**REPORTS TO:** Director of Membership and Annual Giving  
**JOB CLASSIFICATION:** Exempt  
**DATE:** May 2022

## POSITION OVERVIEW

Join a dynamic team at the country's principal institution for examining the events and aftermath of September 11, 2001. We educate and inspire audiences through interactive technology, personal narratives, and artifacts, and we offer a sacred space of healing and reflection. The ideal candidate is a passionate and empathetic storyteller that, through direct marketing efforts, is capable of speaking to diverse audiences in meaningful ways within the context of a historically and culturally significant event. The primary responsibility of the Senior Manager, Digital Fundraising is to collaborate with the Director of Museum Membership & Annual Giving to plan, develop and execute fundraising appeals and stewardship efforts that maintain and increase general operating support for the 9/11 Memorial & Museum. Building upon the momentum created around the 20th anniversary of 9/11, you will continue to grow and retain supporters heading into the 25th anniversary, while developing an infrastructure to improve the quality of the overall program. A large focus of this position will be in the digital space, creating and implementing a comprehensive, multi-channel annual giving initiative.

## ESSENTIAL FUNCTIONS

- Manage a communications program that works to acquire, retain, and engage donors through direct mail and digital, and email communications.
- Oversee the strategy development, design, and implementation of all direct mail solicitations to increase the number of donors and prospects.
- Manage the online giving program to increase annual participation and encourage new donors to join and existing donors to give online.
- Manage a detailed schedule of direct marketing activities and ensure the appropriate review of copy and mailing list selection. Manage vendors and consultants who implement the program, including strategic input, copywriting, design, production and mailing, and list selection.
- Work with the Director and the Chief Advancement Officer to determine solicitation strategies for increased giving opportunities and upgrade strategies for Major and Planned Giving prospects in the Annual Giving donor pool.
- Develop and execute the CRM strategy, including database management, data integrity, segmentation strategy, and an understanding of the donor base.
- Conduct Museum tours for Members and other VIPs when needed.
- Work closely with other departments to ensure an overall strategically coordinated approach to fundraising.

- Assist other Institutional Advancement efforts, including working events on and off site such as the Benefit Dinner, 5K Run/Walk, Commemoration Ceremony, and Public Programs.

### **QUALIFICATIONS/SKILLS REQUIREMENT**

- Bachelor's Degree.
- 3 to 5 years of development, digital marketing or annual giving experience required.
- General computer skills including MS Office, proficiency with POS systems (Galaxy Gateway) and donor CRM's (Raiser's Edge) is strongly preferred.
- Excellent attention to detail is necessary, with strong oral, written communication and presentation skills.
- Ability to multi-task, think proactively, creatively, and independently; capable of listening to customers, identifying issues/problems, and offering solutions.
- Reliable team player with a positive attitude and friendly demeanor who is capable of successfully adapting to new challenges is strongly preferred.
- Knowledge of a second language is helpful.
- Flexibility to work nights/weekends/holidays.

### **HOW TO APPLY**

- Include position you are seeking in the email subject field.
- State the location where job posting was seen.
- Send resume and brief cover letter to [911mmiajobs@911memorial.org](mailto:911mmiajobs@911memorial.org)

### **PHYSICAL DEMANDS/WORK ENVIRONMENT**

The physical demands and work environment described in this job description are representative of those that the employee will encounter and are expected to meet to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to see, be mobile, and have the ability for 2-way communication with the public and staff.

The work environment is an indoor, climate-controlled office environment comprised of cubicles, walled-offices, and group conference rooms. The noise level in the office environment is usually low. There are no protective devices necessary to be worn or utilized in the office work environment. Minimal travel is required.

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- This job description is a descriptive list of the responsibilities and qualifications associated with this position and are not intended to be all inclusive. Employees are expected to also perform other business-related duties as assigned by the supervisor or other management.
  - The organization reserves the right to change, modify, or reassign job responsibilities, duties, and scheduled work hours as per business needs.