



POSITION DATA

JOB TITLE: Senior Manager, Digital Fundraising
DEPARTMENT: Institutional Advancement
REPORTS TO: Director of Membership and Annual Giving
JOB CLASSIFICATION: Exempt
Salary Range: \$70,000 - \$75,000 per year
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

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.

The National September 11 Memorial and Museum (9/11 Memorial & Museum) is an equal opportunity employer. Applicants who meet the qualification requirements of the role will receive consideration without regard to their race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.

The National September 11 Memorial & Museum (9/11 Memorial & Museum) is committed to an organizational culture that supports and reinforces our values regarding diversity, equity, inclusion, and accessibility (DEIA). We seek to build a collaborative, open, and equitable space where staff want to be, knowing that their contributions, professional expertise, and distinct voices are valued and respected. We encourage and celebrate an inclusive environment where candor and participation, when it comes to sharing ideas and collaborative problem-solving, are welcomed regardless of one's role at the Museum or background.

Reasonable accommodations may be made to qualified candidates, during the interview process, to enable individuals with disabilities an opportunity to interview.

Effective April 30, 2022, the National September 11 Memorial and Museum (9/11 Memorial & Museum) requires all eligible employees be fully vaccinated and boosted against COVID-19 as a condition of employment and provide proof of such vaccination prior to their joining the institution.