

Senior Manager, Web Development and Digital Strategy

Job Description



Job Title:	Senior Manager, Web Development and Digital Strategy
Level and Grade:	Senior Manager, 80
Job Type:	Full-time
Reporting Manager:	Director, Content and Integrated Marketing
Department:	External Relations & Engagement
Office:	HQ
Date:	March 17, 2022

About Corus:

Corus International is the parent of a family of world-class organizations working to deliver the holistic, lasting solutions needed to end extreme poverty once and for all. We are a global leader in international development, with 150 years of combined experience across our brands. Our nonprofit and for-profit subsidiaries include IMA World Health and its fundraising brand Corus World Health, Lutheran World Relief, CGA Technologies, Ground Up Investing, and Farmers Market Brands. Our more than 800 employees around the globe are experts in their fields and dedicated to helping the world's most vulnerable people break the cycle of poverty and lead healthy lives.

At Corus we believe that good only grows stronger and we reflect that belief in our workplace culture. We value every employee's specialized area of expertise and nurture professional growth. We promote an engaging and supportive work environment, where employees feel enabled and driven to innovate, learn and collaborate. And because our subsidiaries often function as partners, our employees have the opportunity to work across our enterprise family.

Corus is committed to diversity, equity and inclusion in our worldwide workplace, and we believe that social justice and respect for the human dignity of every person are fundamental to all we do as an organization.

Further details about the organization can be found at: <https://corusinternational.org>

Job Brief:

Position Summary:

The Senior Manager, Web Development and Digital Strategy is our in-house website expert, who oversees and manages all external web properties for Corus International, including business/organizational websites, e-commerce sites and fundraising platforms. The Senior Manager is part front-end developer, part search engine optimizer, part analyst and part marketer. This position develops and implements data-driven web strategies that optimize user experience and drive traffic and revenue.

Key Result Areas:

The success of this role is measured by the following KRAs:

- Revenue growth attributable to digital and website strategy
- Ensure trouble-free online revenue generation
- Audience-centric and on-brand digital communications

Roles and Responsibilities:**Strategy & Knowledge Development & Implementation:**

- Lead web strategy, execution and optimization for all Corus organizations and brands, positioning the organizations as best-in-class and propelling us to reach revenue goals.
- Serve as front-end web developer of content-rich business websites, continually optimizing user experience and driving traffic to the sites.
- Lead SEO strategy and implementation to increase organic traffic.
- Oversee API development for 3rd-party software and tools.

Communication:

- Collaborate with program managers and digital marketing team to ensure web properties align with our multichannel campaigns. Perform ongoing website content updates.
- Manage online fundraising platforms for Lutheran World Relief, Corus World Health and others to be added in the future. Create and maintain campaigns hosted on the platforms.
- Advise colleagues on effective digital content creation and website tools and technologies.
- Implement new media and technologies to better engage audiences and drive online revenue.

Leadership and Management: Manage external web developers and consultants.

Documentation, Reporting & Data Management:

- Institute website KPIs in coordination with the digital marketing team.
- Monitor, analyze and report on online traffic and site performance.
- Evaluate effectiveness of websites and use insights to inform web strategy.

Supervisory:

This role reports to the Director, Content and Integrated Marketing

This role has 0 direct reports.

Education: Bachelor's degree in communications, computer science, digital marketing or a related field.

Qualifications:

- At least 7 years of experience in non-profit, cause-related or for-profit marketing with a record of accomplishments and results.
- Understanding of A/B testing, analytics tools, and the ability to turn metrics into actionable insights, including experience in Google Analytics and Facebook Insights.
- Proficiency in using HTML and CSS.
- Proven experience using open-source content management systems (WordPress and Drupal) and email marketing systems (e.g. ActiveCampaign).
- Experience directing and working with technical consultants and developers.
- Experience managing online fundraising platforms.
- Strong working knowledge of online advertising tools.
- Deep knowledge of responsive design and UX.
- Understanding and demonstrated experience in engaging online audiences via contemporary digital tools.
- Expert understanding of SEO and SEM and the ability to develop a strategy that maximizes them.

- Proficiency in Microsoft Excel and ability to use advanced spreadsheet functions to analyze trends and engagement results.
- Experience embedding video and animated/interactive content built in/posted on non-CMS software such as Adobe Edge Animate or Vimeo/YouTube.
- Ability to create and edit basic images in the Adobe Creative Suite (e.g. PhotoShop or Illustrator).

Other Duties:

- Ability to manage multiple projects simultaneously and meet planned and unplanned organizational needs.
- Experience working in international relief and development preferred.
- Excellent project management and interpersonal skills.
- Demonstrated ability to get work done through and with others.
- Strong attention to detail.

Working Conditions, Travel and Environment

This position could sit in one of our offices in Baltimore, MD, Washington, D.C., or St. Paul, MN.

Diversity, Equity, Inclusion and Zero Tolerance to Abuse

As a member of the Corus Family, each employee is expected to:

- Help to develop and maintain an environment that welcome and develop a diverse workforce.
- Foster a work environment where everyone feels valued and included.
- Support employees' evaluation and promotion processes based on skills and performance.
- Promote a safe, secure, and respectful environment for all members of Corus family, stakeholders in general, and particularly for the communities we serve.
- Follow Corus Code of Conduct helping to prevent any type of abuse including workplace harassment, sexual abuse and exploitation, and trafficking in persons.
- Adhere to the Organizational Core Values

Corus International prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, age, national origin, disability status, sexual orientation, protected veteran status, or any other characteristic protected by U.S. or International law.