



## Associate Director, Digital Marketing and Fundraising

### Job Description

---

<b>Job Title:</b>	Associate Director, Digital Marketing and Fundraising
<b>Level and Grade:</b>	Associate Director   Grade 80
<b>Job Type:</b>	Full-time
<b>Reporting Manager:</b>	Senior Director, Marketing and Communications
<b>Department:</b>	Global Relationships & Resources
<b>Office:</b>	HQ
<b>Date:</b>	October 25, 2022

---

#### About Corus:

Corus International is the parent of a family of world-class organizations and a global leader in international development, with 150 years of combined experience across our companies. We are an inclusive organization who believes diversity and differences only make us stronger. We are disruptive because by challenging convention, we innovate and maximize the good we can do in the world. We promote interconnectedness because complex problems require comprehensive, integrated solutions. And we are agile, because the world changes rapidly and we move at the speed of change. 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 poverty cycle and lead healthy lives.

At Corus 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 companies 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:

As Associate Director, Digital Marketing and Fundraising you lead digital marketing for Corus International, and especially for fundraising brands including Lutheran World Relief and Corus World Health. You plan and implement strategies that drive revenue and brand awareness through digital channels including email marketing, social media and digital advertising. This position is part of our Marketing and Communications team and reports to the Senior Director, Marketing and Communications.

#### Key Result Areas:

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

1. Revenue growth attributable to in-house digital fundraising.
2. Email subscribers and email engagement, including open rates, clickthrough rates and response rates.
3. Social media engagement.
4. ROI for all of the above.

### **Roles and Responsibilities:**

#### **Leadership and Management:**

- Lead a team of digital marketers, including a staff position and external/consultants. Hire and manage additional consultants as needed.
- Provide direction for digital advertising consultants. Oversee their work across campaigns, ensuring an integrated strategy for SEO, PPC, display advertising, social media advertising, remarketing and email marketing.
- Oversee social media accounts for all Corus organizations, develop and manage content calendar and share responsibility for posting.
- Create and manage digital advertising and marketing budgets.

#### **Strategy & Knowledge Development & Implementation:**

- Develop and implement forward-thinking and cohesive digital marketing strategies.
- Review, advise and approve digital fundraising strategies developed by consultants.
- Consult on digital strategy for Institutional Donor Marketing team.
- Set performance goals and continually monitor, analyze and report results to inform future strategy and drive increases in digital channel KPIs.
- Monitor ad spend, return on investment and progression toward revenue goals.

**Policies and Procedures:** Establish standards for digital campaign production, productivity and quality, making adjustments and/or implementing new processes when needed.

#### **Communication:**

- Oversee all digital marketing aspects of fundraising. Optimize and integrate digital channels to enhance the user experience, leading to increased first-time donor conversion and increased conversion to recurring giving.
- Plan and execute in-house campaigns, aligning messaging and assets across digital channels. Oversee production of campaign deliverables.
- Serve as digital marketing advisor to department program managers.
- Manage the email marketing program. Plan and execute strategies, including segmentation, that increase email subscribers and email engagement, including open rates, clickthrough rates and response rates.
- As needed, write copy for digital channels.
- Advise team about innovative and emerging technologies, tools and trends and implementing those with strong ROI.

### **Supervisory:**

This role reports to the Senior Director, Marketing and Communications

This role has 1 direct report and manages consultants as needed.

**Education & Experience:** Bachelor's degree in marketing, communications, digital marketing or 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.
- Experience in fundraising communications strongly preferred.
- Thorough understanding of email marketing automation software and email marketing best practices for acquisition, engagement and conversion, including segmentation and multivariate testing.
- Expert in using the full functionality of social media channels, especially Facebook, LinkedIn, and Twitter.

- Proficiency with A/B testing, analytics tools, and the ability to turn metrics into actionable insights, including experience in Google Analytics, Facebook Insights and Twitter insights.
- Solid technical knowledge of and proficiency in developing Facebook advertising campaigns, managing advertising campaign budgets, and implementing best practices.
- Familiarity with Facebook Ads Manager, LinkedIn Campaign Manager, Google Ads, and Google Ad Grant.
- Experience directing and working with consultants and developers.
- Experience developing and managing marketing and communication budgets.
- Knowledge of digital fundraising platforms and web CMS to create landing pages.
- Ability to generate email metrics by regularly reviewing performance, including open, click-through, and unsubscribe rates and to make recommendations.
- Proficiency in Microsoft Excel and ability to use advanced spreadsheet functions to analyze trends and engagement results.
- Ability to create and edit basic images in the Adobe Creative Suite (e.g. Photoshop or Illustrator a plus.
- Exceptional copywriter, with experience writing for nonprofits or international NGOs preferred.

#### Other Duties:

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities for the position. Duties, responsibilities and activities may change at any time with or without notice. All positions are required to perform any additional tasks assigned by the supervisor. Global positions that are bound by contracts will not be changed without notice and approval.

#### Working Conditions, Travel and Environment

- The duties of the job require regular attendance of at least 5 days/week. The employee must be available to work outside normal office hours or on the weekends as required. Corus has a hybrid work policy, allowing 50 percent of work to be done remotely.
- This position must be able to travel as required for standard domestic and international business purposes. While performing the duties of this job in different locations, the employee may be exposed to precarious settings under high security risks and/or very basic living conditions and outside weather conditions, as well as to infectious diseases.

#### 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 of Inclusion, Disruptive, Interconnected and Agile.

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.