

## FOR PUBLIC DISTRIBUTION

Position	Senior Manager, Digital Engagement
Level	Professional
Status	Full Time
Department	Marketing & Communications
Location	Norwalk, CT

**SeriousFun Children's Network, founded by Paul Newman**, is a growing global community of independently managed and financed camps and programs, which have come together with a common purpose – to provide transformative experiences to children with serious illnesses and their families, free of charge. Through our 30 camps and programs around the world, SeriousFun has delivered more than 1.4 million experiences to kids and families since the first camp opened in 1988. Learn more at [www.seriousfun.org](http://www.seriousfun.org)

**About us:** The SeriousFun Support Center is located in East Norwalk CT. Our team of 30 staff members provides support services to SeriousFun Member Camps and Partner Programs around the world in order to ensure program and operational excellence, create awareness for the camps worldwide, and foster the continued growth of the Network as a whole.

SeriousFun is committed to fostering and ensuring a culture and environment that values the experiences, knowledge, and voices of all those who work to carry out our mission. We are continually focused on bringing our core principles of diversity, equality, and inclusion to life by embracing individual talents and experiences and encouraging ongoing learning and understanding.

The purpose of our job posting is to provide an overview of the responsibilities and qualifications needed for this role and what it's like to work with us. If this sounds like the work you would like to do - and if we sound like a non-profit that you would like to work for - **then please apply even if you don't match 100% of the job description.**

### **This position is perfect for you if:**

You are an experienced, strategic, creative, and collaborative digital marketing and fundraising professional who can lead our efforts to improve and amplify our digital communications and engagement strategy. This position requires an individual who is organized, self-motivated, and able to communicate and work effectively with both individuals and teams at every level.

### **POSITION SUMMARY**

The Senior Manager, Digital Engagement, reports to the Chief Marketing Officer (CMO) supporting the creation and execution of a digital communications and engagement plan aimed at increasing awareness, engagement, and fundraising for the Network.

The Senior Manager, Digital Engagement, will develop, execute, and manage all components of a multi-channel digital engagement strategy, including digital awareness raising, e-communications to support marketing and development initiatives, digital lead generation and acquisition, digital mass market and targeted fundraising, and maintenance of all digital and social properties. In collaboration with the Marketing & Communications and Development departments, they will lead on and manage an engagement and fundraising approach that includes, but is not limited to email, digital marketing, social media, and content related to supporter onboarding, stewardship, peer-to-peer giving, seasonal and annual giving appeals, micro-campaigns, and events. They will lead on the development and disseminations of messaging to existing and new target constituencies, primarily using e-mail and content with alignment with social media. The Senior Manager will manage relationships with vendors and platforms related to SeriousFun's digital properties and digital

marketing strategies, maintaining the functionality and effectiveness of the SeriousFun website and utilizing analytics to drive digital strategy.

Additionally, the Senior Manager is charged with providing critical support to SeriousFun Support Center staff relating to communications production, digital communications strategy and standards, analytics collection and management, and external content management.

## **Essential Responsibilities**

### **DIGITAL COMMUNICATIONS & FUNDRAISING**

- Develops, executes, and manages all components of the digital engagement strategy, including e-communications to support joint marketing/development initiatives, engage supporters and drive traffic to the website
- Works with Marketing & Communications and Development staff to create a multi-channel digital fundraising strategy that identifies and engages potential new donors, effectively stewards existing donors, and encourages greater/more core consistent giving amongst donor audiences.
- Tracks and analyzes digital engagement and conversion behaviors to support strategic and campaign planning
- Work with Development to define donor audiences and build, evaluate, and update digital journeys in support of strategic goals
- Manage digital fundraising platforms and the interface between platforms and SeriousFun systems
- Maintains the public website through the selected content management system, developing new content and features to further enhance the site and raise awareness of our global work.
- Oversees website Analytics (SEO), and SEM Google grant campaign.
- Manages relationships with vendors and suppliers associated with digital and website services

### **ADDITIONAL COMMUNICATIONS SUPPORT**

- Provides on-going digital communications support to Support Center staff related to the pursuit and achievement of annual and strategic priorities.
- Provides support and guidance to Member Camp and Partner Program, as appropriate, related to industry best practices and the evolving digital landscape.

## **Key Competencies**

- Job-Specific Skills, Knowledge and Ability
- Vision
- Strategic Thinking
- Creativity
- Authority and Accountability
- Critical Thinking and Decision Making
- Planning and Organizing
- Interpersonal Skills
- Adaptability
- Leadership

## **Minimum Qualifications**

- Bachelor's Degree (e.g. BA, BS) or equivalent
- Years of Relevant Work Experience: 3-5 years
- Experience in digital fundraising for a non-profit or cause-based organization
- Experience managing email permissions and GDPR compliance
- Experience with Microsoft suite (Word, PowerPoint, Excel), Acrobat Pro, Photoshop, InDesign, Illustrator, basic HTML, etc.
- Possess a basic knowledge of Search Engine Optimization (SEO) principles; how to write for it and current best practices.
- Experience with Content Management Systems (CMS) for web site management, specifically working knowledge of Wordpress, Blackbaud's NetCommunity tool a plus.
- Email marketing experience, with working knowledge of HubSpot a plus
- Experience with iMovie or other video editing tool is a plus

#### **Preferred Experience and Skills**

- Experience working in NGO's or other non-profit organizations, particularly those with federated/networked structures.
- SeriousFun camp/ program experience

**Company Culture, Perks and Benefits** – please read **Our Philosophies** [here](#) to get a sense of what's important to us.

- Fun, respectful, and collaborative environment
- Professional Development opportunities (online and company facilitated offerings)
- Respect for your non-working time (in Eastern Standard Time) unless under special circumstances, we limit contacting staff on evenings and weekends.
- 30+ days off for you to enjoy as you see fit, including vacation days, holidays, opportunities to volunteer at a SeriousFun camp.
- Paid time off for family, medical, and civic service needs.
- Company sponsored retirement 403b plan after one year of continued service.
- New office located in a fully renovated mixed-used building with great onsite (free) amenities.
- Steps away from the East Norwalk train station

*Benefits are subject to change*

*Compensation is commensurate with experience and relevant labor market comparisons.*

*To apply for this position, please submit your resume, cover letter and complete an application here:*

[digitalengagementapplication](#)