



## Open Position Posting

[Click Here to Apply](#)

### **Organization Description:**

Founded in 1988 by Paul Newman, The Hole in the Wall Gang Camp provides “a different kind of healing” to more than 20,000 seriously ill children and family members annually - all completely free of charge. For many of these children and families, Hole in the Wall provides multiple Camp experiences throughout the year at the facility in Ashford, Conn., in more than 40 hospitals and clinics, directly in camper homes and communities, and through other outreach activities across the Northeast and mid-Atlantic.

### **Position Title:**

Digital Fundraising Manager

### **Work Schedule:**

Full-time

### **Location:**

New Haven, CT - Hybrid

### **Position Description:**

The Digital Fundraising Manager oversees the growth of online fundraising and engagement programs across the development department by executing effective strategies and techniques via email, website promotions, and other digital platforms and channels.

### **Our Digital Fundraising Manager can expect to...**

- Execute comprehensive strategy and implementation of digital fundraising initiatives and partner with engagement initiatives and events to acquire, renew and retain donors.
- Oversee creation and execution of online brand-centric content, cultivation, stewardship and engagement communications, as well as direct solicitations.
- Manage online response mechanisms, including but not limited to: texting to give, online forms, Apple Pay, Venmo, QR, online Camp Store, and others as needed.
- Maximize use of online fundraising and giving platforms by developing and managing e-appeals, donation forms and event calendars, creating peer-to-peer event landing page content, and developing tools and graphics for online fundraising activities.
- Support proprietary events and peer-to-peer fundraising through digital initiatives such as online gaming events, online auctions, and Giving Day campaigns.
- Oversee crowdfunding initiatives and the digital delivery of an annual Gratitude Day.
- Coordinate with other members of the fundraising staff and communications department on fundraising campaigns, ensuring the creation and delivery of messaging is consistent across all platforms and works within an existing brand voice.

- With Communications and digital partners, develop and test new initiatives and innovative concepts for social media fundraising including developing partnerships with influencers when appropriate.
- In partnership with the Communications department, manage conversion of publications to digital format and manage distribution to donors.

### **Our Digital Fundraising Manager should have...**

- Five plus years of related work in direct response fundraising with proven ability to develop and implement digital fundraising strategies.
- Experience with data driven platforms and technologies, CRMs and/or peer-to-peer platforms, building and maintaining donation forms, surveys and other user engagement features, and running reports/interpreting audience analytics.
- Experience with Blackbaud products Luminate Online and Raiser's Edge preferred.
- Experience with Photoshop, web design and HTML.
- Comfort moving between different departments, bridging different goals/strategies within the organization, and managing relations with volunteers and outside vendors.
- Display creativity and initiative; respond quickly to last-minute needs and changing priorities.
- An ability to bring a detail-oriented, organized, motivated and creative approach to a team.
- The ability to establish positive relationships with a variety of people in multicultural environments.
- Propensity for innovation and the pursuit of improvement.
- Awareness of GDPR compliance and its implications in the United States preferred.
- Understanding of cryptocurrency giving and NFTs preferred.
- Good judgment and the ability to handle confidential matters.
- Enthusiasm for The Hole in the Wall Gang Camp mission with a desire to create and share a solid case for support with staff, donors and Camp friends.
- Ability to operate computer for extended periods with appropriate breaks.
- Valid driver's license and driving record which meets HITWG insurance carrier requirements.
- Full vaccination against COVID-19, plus booster that meets current medical requirements.

The Hole in the Wall Gang Camp provides a very competitive salary, a generous benefits package, and growth opportunities for high contributors. To apply, please use the provided link. Due to the volume of resumes received, you will be contacted only if there is interest in pursuing your application. No phone calls please.

[Click Here to Apply](#)

The Hole in the Wall Gang Camp is an Equal Opportunity Employer, does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, sexual orientation, gender identity or expression, disability, nationality or sex, and is committed to a diverse workforce.