

## Digital Fundraising Manager

*This position is a hybrid of a digital fundraising (~75%) and a content manager (~25%) role. The position will be responsible for developing and implementing the digital fundraising strategy to be executed via email, social, web, and other platforms (e.g., text message) in partnership with the fundraising, communications, and field teams.*

### **About the Indivisible Project**

We are a dynamic, non-profit start-up seeking initial full-time hires to support our mission: resisting Trump's agenda by empowering local activist groups to make their Members of Congress listen. Our work is premised on a simple idea: that Trump's agenda doesn't depend on Trump--but rather on whether individual Members of Congress resist. In short, we work to support the creative, local leaders driving the [Indivisible Movement](#).

Following the election of Donald Trump, a group of two dozen former congressional staffers and progressive advocates [drafted a document](#) called "Indivisible: A Practical Guide for Resisting the Trump Agenda." [What is the Indivisible Guide?](#) It's a toolkit on citizen power, a set of local, defensive advocacy strategies and tactics for resisting the Trump agenda. Thousands of local groups have now formed in every congressional district in the country to put the the guide into action.

The Indivisible Project is now transitioning from an all-volunteer organization to a hybrid volunteer and staff model to support their efforts. We are hiring for this position immediately, with a preference for D.C.-based applicants.

**How to Apply:** If you are interested in the below opportunity, please send your CV and cover letter to [jobs@indivisibleguide.com](mailto:jobs@indivisibleguide.com) with the position title in the subject line. Applications will be reviewed on a rolling basis. This position is full-time, with salary commensurate with experience and a benefits package.

Indivisible, a project of The Advocacy Fund, is an equal opportunity employer. We strongly encourage and seek applications from women, people of color, including bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, medical condition (cancer-related) or conditions Acquired Immune Deficiency Syndrome (AIDS) and AIDS-related conditions (ARC). Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.

### Responsibilities

This position is a hybrid of a digital fundraising (~75%) and a content manager (~25%) role. Reporting to the Chief Communications Officer, the position will be responsible for developing and implementing the digital fundraising strategy to be executed via email, social, web, and other platforms (e.g., text message) in partnership with the fundraising, communications, and

field teams. Digital fundraising is a core component of our fundraising strategy, and this position will play a critical role in helping Indivisible grow.

- **Strategy and Planning**

- Act as a focal person between fundraising, communications, and field team to ensure coherence across external communication
- Develop strategy for diversified digital fundraising channels, methods, and payment schemes
- Develop long- and short-term digital fundraising strategy
- In partnership with other members of the digital team, develop comprehensive plan for email list building
- Draft and manage digital fundraising calendar/schedule across platforms (email, social, SMS, etc.)

- **Implementation**

- Lead execution of digital fundraising campaigns across all digital channels including email and social channels, and potentially SMS and paid advertising in the future.
- Develop digital fundraising content and provide technical support to communication and field teams for other online communications
- Manage cultivation and stewardship of donors through digital fundraising tools and implements strategies to foster higher level giving
- Manage all digital fundraising vendor relationship -- including cost estimation, deliverable schedule and invoice process -- and optimize digital tools for donor conversion

- **Monitoring & reporting**

- Monitor digital fundraising programs and make recommendations on how to improve effectiveness
- Lead A/B testing of digital fundraising tactics and analysis of results

- **Manage Volunteers**

- Effectively plan and delegate work
- Manage time and resources to maximize organizational impact
- Provide clear and constructive feedback and create an environment of shared accountability among staff and volunteers

### Qualifications

- Three to five years' experience managing online fundraising, grassroots digital campaigns, and/or email programs for political campaigns or non-profits
- Superior interpersonal skills, with ability to consult and coordinate among multiple teams to produce written content
- Excellent written and verbal communication skills, with ability to write digital content in a fast-paced environment
- Experience constructing and checklisting HTML emails, using mass mailer software (bonus if ActionKit), and A/B testing

- Previous experience building email lists
- Strong comfort level with digital analytics and email metrics.
- Strong attention to detail
- Alignment on the core values and strategy of the Indivisible Project

### Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to clearly communicate with others: to understand them and to be understood
- Must be able to read and compose documents so that their intent is easily understood
- Must be able to effectively use a computer and telephone to conduct business
- Must be able to maneuver within small office spaces
- Must be able to travel between locations by vehicle and/or plane (this travel will be funded or reimbursed by Indivisible)

### Work Environment

Candidates should be prepared to either work from home or in a professional office environment as the organization evolves. This role routinely uses standard office equipment such as computers, phones, and photo copiers. The role may require occasional domestic travel.