

## POSITION DESCRIPTION

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**TITLE: Digital Engagement Officer - (Exempt)**

**Collective Bargaining - Ineligible - Managerial**

**Definition** - The Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

**This is a management position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.**

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**JOB SUMMARY:**

The Digital Engagement Officer reports to the Assistant Vice President of Development and is responsible for conceptualizing, planning, and implementing innovative digital strategies to cultivate, solicit, and steward donors, with a particular focus on engaging recent graduates and mid-level donors. This position focuses on leveraging digital tools to reach and connect with constituents across email, social media, websites, and other virtual channels. The position, as part of the Institutional Advancement (IA) development team, will work closely and collaboratively with IA's alumni relations and integrated marketing and communications teams to ensure cohesive outreach, engagement, and philanthropic impact.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

*(Note: These examples are intended only as illustrations of the various types of work performed in the position if the work is similar, related, or a logical assignment to the position.)*

- Responsible for following the policies and procedures as defined in the employee handbook.
- Builds and maintains relationships with a portfolio of alumni -- especially recent graduates -- parents and friends capable of making mid-level annual gifts (up to \$750).
- Creates targeted and segmented digital messaging for fundraising initiatives and campaigns based on constituencies and interest.
- Develops compelling, donor-centric content, inclusive of stories, videos, photos, and graphics, that demonstrates impact for use across digital platforms such as SMS, email, social media and the like.
- With the development team, creates and implements strategies to integrate digital engagement with traditional fundraising appeals, communications and events (i.e. the College's magazine, direct mail, presentations, personal communications, etc.).
- Works collaboratively across units to ensure a cohesive approach to digital fundraising that aligns with the College's mission and strategic priorities.
- Supports the planning and execution of special fundraising initiatives, including the annual Giving Tuesday online event, in collaboration with the alumni relations team.

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- Maintains the development/giving web pages.
- Manages electronic communication for the Arts Alliance, a friends of the arts membership organization.
- In collaboration with the IA integrated marketing and communications team, ensures consistent College messaging and branding.
- Tracks and analyzes digital fundraising initiatives and campaigns with key performance indicators; establishes and monitors Google Analytics (or similar tools) for giving pages as well as A/B tests for digital campaigns and content to optimize performance.
- In collaboration with the development team, tracks donor behavior and engagement metrics using the donor database (donor retention, average gift size, event attendance, etc.) to measure ROI and make data-driven recommendations for improvement.
- Manages a content repository/digital asset management system.
- Manages relationships with digital platform providers.
- Stays informed on trends in digital fundraising and adopts best practices to enhance online engagement.
- Explores emerging technologies, such as peer-to-peer platforms, to create innovative donor experiences; evaluates and recommends new digital tools and technologies.
- Represents the College and development team at on- and off-campus events.
- Protects confidential information.

**MINIMUM QUALIFICATIONS:**

- Education: Bachelor's degree.
- Experience: Minimum of five years' experience in developing and executing online fundraising programs in an educational institution, nonprofit or comparable setting preferred. Additional marketing and communications experience is a plus.
- Strong communication (written and oral), organizational/planning and technology skills.
- A proven ability to interact successfully with a variety of constituents, both internal and external.
- Ability to work independently and as part of a team in a fast-paced work environment.
- Experience working with databases such as Raiser's Edge is preferred.
- Some evening and weekend work is required.
- Ability to travel in-state and out-of-state for events.

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- Must possess a valid driver's license.
- Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position may be considered.