



HISPANIC SCHOLARSHIP FUND

Position: Manager, Digital Fundraising
Reports to: Vice President, Individual Giving
Location: Gardena, CA

Who We Are/What We Do

Founded in 1975, the Hispanic Scholarship Fund empowers Latino families with the knowledge and resources to successfully complete a higher education, while providing scholarships and support services to as many exceptional Hispanic American students as possible. HSF strives to make college education a top priority for every Latino family across the nation, mobilizing our community to proactively advance that goal – each individual, over a lifetime, in every way he/she can. HSF also seeks to give its Scholars all the tools they need to do well in their course work, graduate, enter a profession, excel, help lead our nation going forward, and mentor the generations to come. As the nation's largest not-for-profit organization supporting Hispanic American higher education, HSF has awarded over \$500 million in scholarships and provides a range of impactful programs for students, HSF Scholars, Alumni, and parents. For more information about the Hispanic Scholarship Fund, please visit HSF.net.

Department Description

The Development Department is HSF's fundraising unit. As such, it oversees all aspects attracting, maintaining, and growing HSF's financial support by all classes of donors, nationwide, in support of the organization's mission and vision.

Role Description

Reporting to the Vice President, Individual Giving, the Manager of Digital Fundraising will be responsible for overseeing and managing the online fundraising program for the Hispanic Scholarship Fund, including all aspects of integrated digital campaigns to acquire new donors, steward and inspire current donors, and grow donor lifetime value. This position has a focus on current and emerging fundraising technologies including online giving, email solicitations, stewardship, social media, and crowdfunding. This role leads in building program strategy of all digital initiatives and executes day-to-day management of the program. This role work in partnership with other digital and marketing efforts of the organization, the Manager monitors and reports on the success of digital fundraising initiatives in support of retention, reactivation, and acquisition goals. In addition, the Manager will work to align digital communications throughout the Partnerships department and act as a key liaison with digital vendors, as well as Marketing & Engagement, Digital, and Donor Operations teams.

Job Requirements

Values & Principles:

- Committed to learning and understanding the vision and goals of the organization in order to become its advocate, ambassador and asker
- Committed to learning all services, work plans, and metrics of the of the department and organization
- Uphold the highest standards of donor/customer service for all constituents, in terms of speed of response, accuracy, record-keeping, and completeness

Leadership

- Works with leadership to develop and implement the organization's mission, policies, strategies and operations
- Leads efforts to engage other departments in collaborative opportunities to advance the goals and initiatives of the organization

Digital Fundraising

- Plan and implement online stewardship and cultivation plans
- Manage all aspects of online stewardship and cultivation plans for donor and donor prospects, including monthly emails, integrated e-newsletters, special announcements, etc. in collaboration with key internal stakeholders
- Execute a plan for digital acquisition using display advertising, third-party promotions, paid search, e-append, and other types of digital donor acquisition (50%)
- Participate in developing strategic digital plans as well as recommending improvements to the HSF's web presence in support of overall donor and dollar goals
- Continue to integrate digital and social strategies with print and other traditional Annual Giving campaigns

Donor Communication

- Collaborate with the Marketing team to build and maintain a monthly email calendar to establish regular cadence of donor communication
- Develop custom welcome series, drip campaigns, and other engagement communications to improve conversion, retention, and lifetime value of donors and prospects

Digital Programs

- Create/support digital programs that promote engagement and philanthropic opportunities (25%)
- Program Analysis: Track performance of online giving campaigns and digital presence
- Monitor program KPIs, giving statistics, trends, successes, and outcomes and propose recommendations to improve performance

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Collaborative

- working with vendors and internal partners (IT and Marketing) to manage all aspects of the digital program, including:
 - Planning, execution, and performance tracking
 - Managing strategic planning of campaigns, data segmentation, and digital testing plan
 - Providing creative direction to designers and writers, editing and finalizing all e-mail copy
 - Managing approval process, ensuring queries reflect final segmentation, overseeing the sending process, and tracking results of each campaign
- Work with internal organization-wide partners (such as Marketing, social media as well as future online store, etc.) to develop, implement, and optimize digital campaigns that promote donor acquisition and conversion within the social media community and with website visitors in support of Annual Giving goals
- Work with internal partners to test and optimize online forms and HSF's landing pages to improve conversion rates and test and continually improve all aspects of digital donor and fundraising strategy

Additional Responsibilities

- Provide necessary documentation to ensure accurate tracking and reconciliation of gifts between systems (10%)
- Manage Donor and Donor Prospect Online Forms and User Experience: Create and maintain the HSF's online (donation & email sign-up) form pages including upgrades such as mobile responsiveness and social sharing
- Research, test, and explore emerging fundraising technologies and make program recommendations (15%)
- Perform additional responsibilities/projects as assigned

Qualifications**Education/Experience**

- Bachelor's Degree from an accredited university
- 5+ year's nonprofit digital fundraising experience with demonstrated expertise on current and emerging trends in digital fundraising and engagement
- Experience with segmented email campaigns, digital donor and lead gen acquisition, paid website and social media engagement, digital fundraising

Specific Professional Skills

- Proven donor strategy and communications skills including experience in creating effective digital and multichannel campaigns and writing for email, mobile, website, and social media
- Must be self-directed and able to work confidently and successfully in a fast paced, rapidly expanding fundraising operation within a dynamic, multi-faceted organization
- Outstanding interpersonal skills

Technical Skills

- Advanced and accurate word processing and spreadsheet capabilities (Word, PowerPoint, Excel) required
- Experience with Salesforce tools or other major nonprofit digital donor management tools preferred

Fundamental Attributes

- Must be detail-oriented and capable of effectively managing multiple projects simultaneously under pressure of deadlines
- Proven ability to work independently within established guidelines and within a team environment, including external vendors
- Strong organizational and analytical skills, including ability to gather and analyze a variety of information and develop appropriate recommendations for action

Additional Requirements

- Flexible to work weekends and/or extended work days, as required
- Ability to work in a start-up type of environment where information is not always structured and/or routinely available

Other Criteria

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. This position requires:

- Constant sitting or standing,
- Some walking around, and
- Occasionally lifting no more than 10 lbs.

To Apply: Email resume and cover letter to employment@hsf.net

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