

## **UCP of North Texas Job Description**

**Job Title:** Online Community & E-Philanthropy Manager

**Department:** Development

**Reports To:** Sr. Vice President / Chief Development Officer

### **SUMMARY**

The Online Community & E-Philanthropy Manager is responsible for UCP's web-based activism, fundraising and constituent engagement. He or she ensures that the content and imagery of all e-communications and online projects are consistent with UCP's development plan and reflect the agency's branding guidelines. This position is also responsible for increasing fundraising through targeted online efforts.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following as directed. Other duties may be assigned.

1. Maintain UCP's website(s) and ensures search engine optimization by managing and updating web content (including content and layout).
2. Develop and execute an online communication plan aimed at increasing visibility of UCP and promoting online giving on various social media channels (i.e. FaceBook, Twitter).
3. Create timely and effective e-mail and e-newsletter campaigns aimed at increasing awareness of the organization, increasing attendance at UCP events and increasing funds raised online.
4. Identify, build and regularly engage a broad base of online constituents, including activists, advocates, donors, volunteers and event-based fundraisers. Develop and implement direct marketing plans for acquiring new constituents, as well as retaining existing online community members.
5. Manage multiple, simultaneous online campaigns that result in high levels of participation in advocacy, volunteering and fundraising.
6. Actively support the development department in online fundraising efforts.
7. Work closely and collaboratively with the IT department to ensure proper protocol is followed and to troubleshoot any technical web or online giving issues.
8. Attend all mandatory staff meetings as required by department/UCP.

### **SUPERVISORY RESPONSIBILITIES**

None.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION and/or EXPERIENCE**

Must meet minimum hiring criteria: Bachelor Degree in Communications, E-Marketing, Marketing or closely-related field. Two years previous online/interactive communications experience required.

Candidate must be proficient in the following:

- MS Office programs (Word, Excel, Publisher, PowerPoint, FrontPage, Access, Outlook)
- Adobe products – including Photoshop
- HTML and web development programs (MS Frontpage, Dreamweaver or similar)
- Social networking sites – FaceBook, Twitter, YouTube, etc.

Ideal candidate must also possess the following:

- Knowledge of marketing and fundraising principles
- Ability to work as an integral part of a team
- Attention to detail
- Ability to work under multiple and competing deadlines
- Excellent organizational and interpersonal skills

Employee must not possess a criminal record.

### **LANGUAGE SKILLS**

Ability to read, analyze and comprehend complex instructions, correspondence, and memos. Ability to write complex and detailed correspondence, reports and promotional material. Ability to effectively present information in one-on-one and large group situations to customers, consumers, and other employees of the organization. Bilingual a plus.

### **REASONING ABILITY**

Ability to apply common sense understanding to carry out detailed or complex, written or oral, instructions. Ability to deal with problems involving multiple variables in complex situations. Ability to prioritize and work with multiple/competing deadlines.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

Current driver's license and proof of auto liability must be on file, along with a copy of current TB test results.

### **PHYSICAL DEMANDS**

Must have good health in order to maintain an acceptable attendance record as established by UCP. 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.

Note: this position requires significant computer work, which may require repetitive motion, prolonged periods of sitting, and sustained visual and mental applications.

Specific physical demands are as follows:

1. In an eight (8) hour work day:
- a. sit            0 1 2 3 (4)--(5) 6 7 8 hours
  - b. stand                0 1 (2)--(3) 4 5 6 7 8 hours
  - c. walk                0 (1)--(2) 3 4 5 6 7 8 hours

2. Job requires:

	0% None	1-33% Occasionally	34-66% Frequently	67-100% Continuously
a. squatting/stooping		X		
b. bending		X		
c. kneeling/crouching		X		
d. reaching/grasping		X		
e. twisting/turning		X		
f. crawling	X			
g. climbing		X		
h. repetitive motion		X		
i. exposure to change of temperature or humidity			X	
j. exposure to dust, fumes or gases		X		
k. being near moving equipment		X		
l. exposure to blood and body fluids		X		

3. Job requires employee to lift/carry:

	0% None	1-33% Occasionally	34-66% Frequently	67-100% Continuously
a. 0-10 lbs			X	
b. 11-24 lbs		X		
c. 25-34 lbs	X			
d. 35-50 lbs	X			

4. Job requires employee to push/pull:

	0% None	1-33% Occasionally	34-66% Frequently	67-100% Continuously
a. 0-10 lbs			X	
b. 11-24 lbs			X	
c. 25-34 lbs		X		
d. 35-50 lbs	X		X	

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually moderate.

I have reviewed this job description and understand it:

Employee \_\_\_\_\_ Date \_\_\_\_\_

Human Resources \_\_\_\_\_ Date \_\_\_\_\_