



Job Announcement

Digital Fundraising Manager

Georgia Public Broadcasting is looking for a Digital Fundraising Manager. This position will oversee digital fundraising efforts including the GPB website, GPB passport, and innovative new projects. The Digital Fundraising Manager will report to the Director of Fundraising Strategy in the External Affairs Department of GPB. GPB is a statewide dual licensee comprised of 9 television stations and 20 radio stations that broadcast across the state of Georgia.

Candidate Responsibilities:

- Manage GPB's digital fundraising efforts including e-renewals, campaign emails and special appeals.
- Develop and manage digital fundraising materials including emails, landing pages and donation forms.
- Work within an existing brand voice, both in visual representation and editorial style, in order to support the consistency of messaging across campaigns and the organization.
- Develop and test new initiatives and innovative concepts for GPB's fundraising.
- Coordinate with other members of the Development team on cross-platform fundraising campaigns, ensuring the creation and delivery of messaging is consistent across all platforms.
- Work with internal and external strategy and software partners to manage execution of online fundraising best practices.
- Stay abreast of trends and new initiatives, within public media, nonprofits, and the commercial sector.
- Assist in developing and executing the communication plan and develop strategies to solicit and steward Sustainers and non-pledge donors.
- Update Development and Marketing calendar with campaigns and emails.
- Provide reports and analysis on GPB's digital fundraising efforts and assists with On-air fundraising campaigns as needed.
- Provide support for fundraising and community engagement events.

Candidate Qualifications:

- Bachelor's degree in a related field and/or the equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.
- Two to three years' experience in digital fundraising preferred.
- Experience with Blackbaud products: Luminare and Raiser's Edge preferred.
- Familiarity with and passion for the mission of public media preferred.
- Must be able to work a flexible schedule, to include 7 days a week, nights, weekends, and holidays when needed.
- Ability to multi-task, collaborate with others, meet deadlines and work in a fast-paced atmosphere.

We Offer: Paid holidays, vacation and sick leave, retirement plans; Pre-tax benefits for health, dental, vision, life, specified illness and accidental insurance; Health and childcare spending accounts; Disability insurance; and opportunities for training and professional development.

To Apply: Upload resume, references and complete applicant form on the GPBs Job Center located at www.gpb.org/jobs. ONLY applications and resumes submitted through the GPB Job Center WILL BE ACCEPTED.

Deadline to Apply: Open Until Filled

Georgia Public Broadcasting is an Equal Opportunity Employer.

DATE POSTED: February 15, 2023

RECRUITMENT NUMBER: C-2-23