



pasadena humane society & spca

## Digital Fundraising Coordinator

**FLSA Classification**  
**Full Time, Non-Exempt**

**REPORTS TO:** Vice President of Development

**DIVISION:** Development

**DEPARTMENT:** Development

### **JOB DESCRIPTION**

#### **SUMMARY/OBJECTIVE**

Pasadena Humane Society & SPCA (PHS) is driven by a mission to provide compassion and care for all animals, and we're hoping that can include you, as our newest Digital Fundraising Coordinator. At the helm of our online giving efforts, the Digital Fundraising Coordinator will bring a knowledge of all aspects of digital fundraising to help us increase annual revenue. We're looking for a talented, strategy-minded individual with creativity and passion for saving animals.

**SUPERVISORY RESPONSIBILITIES:** None

#### **JOB DUTIES AND RESPONSIBILITIES**

- Write, edit and design all digital fundraising collateral including eAppeals, social media posts, donation pages and website banners, lightboxes and pages.
- Manage the recurring donation program from the acquisition state to renewal, upgrade, stewardship, reconciliation and reporting.
- Manage all online Wish Lists and in-kind donation campaigns across multiple digital channels.
- Develop, launch, manage and track all online fundraising campaigns such as Triple Match Days, Giving Tuesday and the Year End Campaign.
- Coordinate all emergency online fundraising efforts such as rescue and disaster response campaigns.
- Coordinate all online donor cultivation and stewardship efforts.
- Manage online fundraising advertising efforts such as Google Grant and Facebook ads and explore options for paid Google and Instagram ads.
- Maintain and manage all online giving software and platforms, both in-house and third party, including creating and overseeing all auto-responder acknowledgements and receipts, donor record management, reconciliation within the department and CRM integration.



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- Coordinate all online community peer-to-peer event including gift entry, reporting and participant support with online fundraising efforts.
- Coordinate with PR and Marketing team to manage Facebook and Instagram fundraising efforts from creating strategies for campaigns and posts to proper acknowledgment, reporting and analysis.
- Coordinate online tribute giving program and e-cards.
- Maintain annual calendar for online giving program and coordinate with PR and Marketing to come up with master digital strategies calendar.
- Commit to ongoing continuing education and training to stay current with digital fundraising trends.
- Manage Facebook special events pages.
- Collaborate with Development and PR and Marketing teams to keep all fundraising webpages up-to-date.
- Create and maintain all donation pages on the PHS website.
- Create metrics, report on and analyze data and measure impact of strategies.
- Develop testing strategies and use findings to drive strategy.
- Attend meetings as requested.
- Other duties as assigned.
- Uphold Pasadena Humane Society's mission and contribute to a culture of philanthropy and gratitude.

## **SKILLS AND QUALIFICATIONS**

- Excellent verbal and written communications.
- Experience working in non-profit digital fundraising / online giving / peer-to-peer fundraising / DIY fundraising.
- Experience sending eblasts and creating online donation pages.
- Non-profit social media experience.
- Experience in a non-profit development/philanthropy department.
- Knowledge of online giving strategies.
- Knowledge of Google Grant, Facebook and Instagram ads.
- Experience with Luminate and/or Classy a plus.
- Experience with Mail Chimp a plus.
- Previous animal welfare experience preferred but not required.

## **WORKING CONDITIONS**

- Fast-paced environment. Employees are exposed to numerous animals including those with uncertain dispositions. They are required to act in a safe and responsible manner.
- 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.
- While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle or feel; reach with hands and arms,



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climb or balance, stoop, kneel, crouch, crawl; talk or hear and taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

The Pasadena Humane Society and SPCA is an Equal Opportunity Employer. It is our policy not to engage in discrimination against any individual, or harassment of any person seeking employment with our organization on the basis of race, color, national origin, religion, sex, gender identity, pregnancy, physical or mental disability, medical condition, ancestry, marital status, age, sexual orientation, citizenship, genetic information or status as a covered veteran including those with criminal histories, in a manner consistent with the requirements of applicable state and local laws. This policy applies to all employment practices, including recruitment, selection, promotion, transfer, merit increase, salary, training and development, demotion, and separation. This policy is intended to be consistent with the provisions of applicable State and Federal laws. Federal law requires proof of citizenship or "alien right-to-work" status. PHS maintains a drug-free workplace and performs pre-employment substance abuse testing.