



Website & Digital Marketing Senior Manager

OBJECTIVE

Global Down Syndrome Foundation (GLOBAL) is looking for a smart, highly experienced, collaborative, and organized professional who will enjoy daily management of our website and digital marketing to communicate GLOBAL's important work and resources that improve the lives of people with Down syndrome in the U.S. and eventually abroad.

The Website and Digital Marketing Senior Manager is responsible for the daily maintenance and strategic development of the GLOBAL website with clear measurable goals associated with increased website traffic, engagement, subscriptions, and donations.

This position is also responsible for implementing GLOBAL's e-mail blasts and coordinating content with our social media, public relations, *Down Syndrome Magazine*TM, and amplifying our message through our affiliates and partners.

The Website & Digital Marketing Senior Manager will work closely with the President & CEO to launch a new GLOBAL website that is already in progress. Experience with WordPress and some knowledge of HTML and CSS is a must.

This position will also assist to implement processes and protocols associated with content controls, workflow, security, and intellectual property clearance. The Website & Digital Marketing Senior Manager reports directly into the President & CEO and will work collaboratively with GLOBAL's executive staff as part of the PR, Marketing & Communications Department.

BACKGROUND

Global Down Syndrome Foundation (GLOBAL) is a fast-growing, strategic, innovative and ambitious public not for profit 501(c)3 with the mission of significantly improving the lives of people with Down syndrome through Research, Medical Care, Education & Advocacy. GLOBAL provides critical funding, outreach and lobbying in support of our four "Affiliates":

- Linda Crnic Institute for Down Syndrome (Crnic Institute)
- CU Alzheimer's & Cognition Center
- Anna and John J. Sie Center for Down Syndrome (Sie Center)
- the GLOBAL Adult Down syndrome Pilot Clinic

GLOBAL's *key areas of work* are:

1. Campaign and Major Gifts Fundraising
2. Events Management and Annual Fundraising
3. Government Advocacy
4. Public Relations, Marketing & Communications
5. Community Outreach including GLOBAL's membership program, educational programs, events, resource creation, and special projects.

GLOBAL's primary activity is in Colorado and the DC-area, although GLOBAL has members from all 50 states and five countries and supporters around the world.

JOB DESCRIPTION

The Website & Digital Marketing Senior Manager is responsible for the day-to-day management and performance tracking of GLOBAL's (1) Existing Website, (2) Future Website, (3) E-mail

Blasts & Digital/Print Communications, (4) Creation of clear website and digital/print communications processes and protocols for staff, and (5) Managing projects on time and within budget. The duties of this position include but are not limited to the work listed below.

(1) Existing Website

- Oversee all aspects of website management, including scheduled updates and performance analytics
- Create clear written processes and protocols and workflows for website content, security, intellectual property clearance, and more
- Create clear written processes and protocols regarding website and digital marketing communications integration with GLOBAL's data team
- Research, review, recommend and implement new technology solutions to optimize website front-end and back-end performance; Measure success of new features
- Analyze on-going website performance, establish KPI goals for each part of the website
- Harmonize the design between communication platforms including video and events

(2) Future Website – targeting launch 12/2021

- Work with the President & CEO to launch the new GLOBAL website using a custom Blackbaud WordPress solution; Finalize design elements as necessary
- Work with the President & CEO to create a workflow for staff to directly update content in their purview with checks and balances and monthly audits
- Oversee the loading of all content for each landing page including photos, videos, statistics, and verbiage; Identify stakeholders who will be responsible for timely, periodic updates
- Update clear written processes and protocols and workflows for website content, security, intellectual property clearance, and more
- Update clear written processes and protocols regarding website and digital marketing communications integration with GLOBAL's data team
- Research, review, recommend and implement new technology solutions to optimize website front-end and back-end performance; Measure success of new features
- Analyze on-going website performance and establishes KPI goals for each part of the website and other important transitional metrics (e.g. backlinks)

(3) E-blasts & Digital/Print Communications

- Oversee digital fundraising campaigns (e.g. Mother's Day) and e-blasts (e.g. monthly newsletter) using analytics to propose changes in distribution and overall plans
- Organize, design, and provide clear reporting to executives regarding eblasts' reach, opens, engagement, donations, unsubscribes, resubscribes, and more
- Organize, design, and provide clear reporting to key stakeholders regarding other digital communications and print communications (e.g. event programs, holiday cards, invitations, and resources)
- Manage the resources needed to drive key analytics associated with every GLOBAL communication and present such data in an actionable, useful manner to key internal stakeholders
- Develop weekly, monthly, quarterly, and annual media activity reports and data dashboards

REQUIREMENTS

Education: Bachelor's Degree required in Web Design, Digital Media, Information Technology, Science or Computer Science, Systems Engineering, Graphic Design or Communications.

Experience

- 5-7 years of website management, development, analytics, harmonization, and building on WordPress
- Proven graphic design experience, including digital assets, page layout, social media graphics, and event materials
- Track record of increasing traffic, engagement, and revenue (purchases/donations) within budget, preferably at a small business or medium-sized non-profit
- Proven ability to analyze on-going website performance establishing KPIs for each landing page with timely reporting to the field to meet revenue and budget deliverables
- Experience with database management systems
- Experience working in a fast-paced environment, managing multiple deadlines
- Strategic planning experience preferred

Attitude

- Enjoys working hard and takes pride in delivering powerful results for a greater good
- Has a positive, can-do disposition that is matched with keen analytical and problem-solving skills
- Enjoys multitasking; does well in a fast-paced environment where priorities can change
- Handles themselves in a professional manner including during pressurized situations
- Is an excellent team player and also enjoys leading projects, including long-term projects
- Enjoys learning and applying new technologies and best practices to work
- Has high ethical standards, and maintains a high level of confidentiality

Skills & Abilities

- Advanced WordPress CMS experience; Extensive UX, HTML/CSS experience
- Strong SEO skills both technical and strategic; PPC a plus
- Knowledge of Blackbaud products including Online Express, Luminare and Raiser's Edge NXT preferred; Experience with CRM software a plus
- Knowledge of Mailchimp email software
- Experience with Google Analytics and Adwords certified
- Proficient or expert in Adobe Suite and Microsoft Office
- Excellent verbal and written communication skills; Strong interpersonal skills
- High attention to detail
- Excellent judgment in terms of problem solving and knowing when to ask for direction versus when to work independently; Ability to think "outside of the box"
- Ability to work effectively with ethnic, cultural and diverse populations
- Successfully manages, from beginning to end, multiple tasks and multi-faceted projects with sense of urgency and with accuracy; Ability to prioritize



REPORTING STRUCTURE

Reports to the President & CEO. Eventual Coordinator direct report.

COMPENSATION

This is an exempt position, requiring flexibility in order to meet deadlines and attend GLOBAL events. Salary is commensurate to experience.

HOURS

Must work the hours necessary to satisfactorily perform the duties of the position, generally Mondays through Fridays from 9-6.

TO APPLY

Please send cover letter, resume and portfolio links to jobs@globaldownsyndrome.org.

EQUAL OPPORTUNITY EMPLOYER

The Global Down Syndrome Foundation is an equal opportunity employer. It is our policy to provide equal employment opportunity in full compliance with all federal, state, and local laws. The foundation’s policy applies to all terms, conditions and privileges of employment and provides equal employment opportunity regarding race, religion, color, sex, sexual orientation, gender expression, age, national origin, disability, ancestry, creed, pregnancy, or military status and any other characteristic protected by federal, state, or local laws.

Acceptance Statement for the Website & Digital Marketing Senior Manager Job Description:

I have read and understand and accept the job description including the qualifications and the requirements of the described position. If I am chosen for this position, I certify that I can and will perform the duties and all responsibilities required for this position. I understand that Colorado is an at-will state which means that I may resign at any time and may be discharged at any time with or without cause.

Printed Name: _____

Signature: _____

Date: _____