

# Job Announcement

## Manager of Digital Fundraising and Email Communications

### Position Summary

The Manager of Digital Fundraising and Email Communications is responsible for implementing NMWA's email communications and digital fundraising program. This position focuses on integrating the museum's email communication and digital fundraising with the museum's larger digital communications strategy with a particular emphasis on acquiring new subscribers, members, visitors, and supporters.

The Manager of Digital Fundraising and Email Communications maintains a highly collaborative working relationship with all communications stakeholders and participates in cross-departmental working groups who collectively carry out the museum's marketing strategy. This includes maintaining an email calendar that complements strategic museum-wide communications and fundraising efforts, as well as maintaining email metrics and providing regular analysis to stakeholders.

### Responsibilities

Functions may include, but are not limited to:

- Assess and develop an efficient schedule of emails to encompass the marketing needs of various departments.
- Maintain overall list health with a focus on growing the email subscriber list and deepening subscribers' engagement as online and in-person visitors, event attendees, advocates, and supporters.
- Manage all aspects of email production in Wordfly eCRM, including development, design, drafting narrative copy, editing, data, and deployment of a robust schedule of email communications, such as e-newsletters, membership acquisitions and renewals, and event invitations.
- Develop and deploy responsive donation forms, confirmation pages, and auto-responders in Tessitura CRM and TNEW.
- Oversee quality assurance processes to ensure messages and landing pages are accurate and function across devices, operating systems, browsers and/or email clients and that data is being source coded/tracked accurately through the eCRM to the CRM database.
- Meet and maintain web accessibility standards across email and online platforms, including creating alt text, image descriptions, and accessible email and donation form templates, working with the Digital Engagement department.
- Develop email list segmentation strategies using interest groups to maximize and customize engagement, fundraising, and list health.
- Regularly review, report, and make recommendations on email strategy and performance, including click-through, heat maps, unsubscribe rates.
- Strategize internally with other departments and externally with consultants to develop campaigns and approaches that include email engagement, social media, web, and other outlets.
- Manage e-newsletters by brainstorming content ideas with colleagues and leveraging existing communications opportunities (mission-related news, social media, news releases, press releases, website content, scheduled blog posts, and other materials such as funding proposals and Women in the Arts Magazine) to develop email content that communicates the museum's impact.
- Conduct regular A/B testing of strategies, messaging, and formatting of email communications to achieve best results.

- Keep abreast of current knowledge of online fundraising best practices, trends, and benchmarks to increase effectiveness of online fundraising campaigns.
- Participate in cross departmental working groups (running them as necessary); and represent a fundraising mindset through regular communication with the Digital Engagement, Publications, and Marketing and Communication teams.
- Perform other duties as assigned.

## Qualifications

This position requires a bachelor's degree and at least five years' experience in email marketing, digital engagement, and fundraising, preferably in the museum or arts space. The successful candidate will demonstrate the following skills/experience:

- Strong interpersonal skills and verbal/written communication skills with the ability to tailor messaging for different audiences and find creative solutions.
- Project management experience with excellent attention to detail, editing skills, and adherence to deadlines.
- Collaborative and diplomatic relationship builder
- Relevant experience managing a complex email program.
- Prior experience with analytics, including reporting metrics and insights.
- Demonstrated knowledge of email construction, including HTML, CSS, and dynamic data fields
- Proficiency with email marketing platforms; experience with Wordfly a plus
- Familiarity with ticketing software and CRMs; experience with Tessitura and TNEW donation forms a plus
- Familiarity with digital asset management (DAM) systems
- Basic knowledge of photo editing
- Familiarity with Basecamp, ClickUp, or other project management tools

If much of this job description describes you, then you are highly encouraged to apply for this role, even if you don't meet 100% of the qualifications. We recognize that it is highly unlikely for an applicant to meet 100% of the qualifications for a given role, and that every candidate brings unique experience and qualifications to a role. We are excited to meet you!

## Compensation

The salary for this position is \$76,000 annually, plus a benefits package.

## How to Apply

Please apply through NMWA's online job application. To request accommodations in the application or hiring process, please notify NMWA's Human Resources department at [hr@nmwa.org](mailto:hr@nmwa.org).

The National Museum of Women in the Arts is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by federal, state, or local laws.

To comply with tax and legal obligations all candidates must reside in Washington, D.C., Maryland, or Virginia. Candidates must be legally eligible to work in the U.S. without visa sponsorship by NMWA.