



DIRECTOR OF DIGITAL DONOR ENGAGEMENT - ANNUAL GIVING:

POSITION SUMMARY:

The role of the Director of Digital Donor Engagement is to oversee, enhance, and modernize digital media that support broad-based and President's Associates fundraising activities. The Director is responsible for a structuring and coordinating mix of digital messaging including Giving Day, e-solicitations, social media content, video, and more.

KEY RESPONSIBILITIES:

MEDIA-BASED EVENTS AND CAMPAIGNS

- This position is the project lead for Giving Day, an annual digital celebration of philanthropy with multiple channels of engagement. This position will be expected to coordinate a strategic and cross-sectional media mix, working with leaders on all campuses and all academic units. The Director will be charged with oversight of asset production, developing an operations & segmentation plan for messaging, and will be responsible for setting and meeting the goals of giving day.

MEDIA ASSET DEVELOPMENT PRODUCTION AND MANAGEMENT

- Working closely with the Executive Director for Annual Giving, the Director will modernize and overhaul all digital engagement channels, developing analytical segmentation and market testing infrastructure for a multichannel fundraising program that includes social media, email, and video messaging. The Director will take a lead role in steering media asset production in pursuit of this goal.
- The Director will frequently collaborate with the Marketing & Communications department and provide oversight and coordination for all media assets produced. The Director is expected to successfully foster collaboration with content creators and social media administrators within Advancement Marketing & Communications, academic units, and centers of excellence.
- In partnership with the Annual Giving, President's Associates, Stewardship, and Marketing & Communications teams, identify high yield points where video messaging can improve impact. Provide guidance and recommendations for scaling video engagement with due consideration for organizational capacity, return on investment, and long-term growth.

SUPERVISION AND LEADERSHIP

- The Director is expected to work creatively, thoughtfully, and strategically to reorient training and team habits around a cultivation-first approach in order to build relationships with donors. Collaborate with academic units and centers of excellence to develop a high-synergy, high-yield plan for messaging and stewardship that aligns with the core annual giving strategy.

TECHNICAL EXPERTISE AND PROFESSIONAL DEVELOPMENT

- The Director will maintain up-to-date knowledge of the Agilon CRM, ThankView, Google Analytics, social media analytics, and other tools used by Advancement personnel. The Director will be expected to make proactive inferences based on available data & analytics to improve overall fundraising results and assist with the setup and execution of marketing tests. As appropriate, the Director will circulate and upload appropriate updates to those databases.



OTHER DEPARTMENTAL ACTIVITIES

As needed, participate in Advancement activities and events, such as staffing Alumni and Donor Events or preparing materials for Advancement Leadership and University Regents' meetings.

DIVISION OF DUTIES:

- 1. Giving Day:** Manage the operations for Giving Day. Chair and organize a cross-functional team including representatives from academic units, marketing & communications, gift processing, and centers of excellence around campus. Develop an appropriate stewardship strategy for lead donors. Develop a high-engagement, cultivation-first messaging strategy for the Giving Day campaign. (30%)
- 2. Digital Fundraising:** Operationalize a solicitation strategy using all available digital tools, including social media advertising, video solicitations, peer-to-peer messaging, and email solicitations. Provide appropriate analytical support for these operations, such as segment analysis, A/B testing, and upgrade path assessment. Make recommendations for further improvement and refactor new data into the plan. (30%)
- 3. Digital Stewardship:** Implement a high-engagement, cultivation-first plan that incentivizes engagement and gift upgrades. Film, edit, and deploy video messaging as needed in support of core annual giving and President's Associates initiatives. (30%)
- 4. Operations Integration:** Consult with the alumni association, advancement marketing & communications, academic units, and other campus partners on message content and key events. In consultation with the Executive Director for Annual Giving, contribute to pipeline development and segment analytics projects in concert with the overall annual giving strategy. Advise on and implement program improvements as appropriate. (5%)
- 5. Other Duties as Assigned** (5%)

REQUIRED QUALIFICATIONS:

Knowledge, Skills, Abilities

- Proficient navigating and maintaining databases
- Advanced excel skills with ability to build and manipulate spreadsheets
- Must be able to perform basic data analysis
- Proficient in Microsoft Office
- Highly organized and able to handle multiple projects and deadlines
- Detail oriented for accuracy of data and information
- Able to produce reports and complete work within deadlines
- Able to communicate well and build rapport quickly
- Able to work well with interdepartmental teams and initiatives
- Strong initiative to solve problems
- Able to effectively evaluate projects/programs and produce comprehensive reports
- Must be able to supervise staff and communicate directions and expectations effectively



THE UNIVERSITY OF OKLAHOMA
FOUNDATION

Equivalent Education/Experience

- Bachelor's Degree
- 24 to 60 months fundraising, sales, gift planning, public relations and/or marketing.
- Experience with giving days, digital market testing, web analytics, video production, stewardship, giving societies, and/or social media revenue generation preferred.
- Equivalent education and experience will be considered.

SALARY RANGE:

Salary commensurate with experience.