

# Project Manager for Digital Communications

DC

Salary Range : **42400.00 To 55000.00 (USD) Annually**

Worker Category : **Full Time Regular**

Job Class **Professional**

**DEPARTMENT:** Communications and Marketing  
**REPORTS TO:** Senior Manager for Digital Communications

**PRIMARY OBJECTIVE:** To provide day-to-day management of Bread for the World's/Bread for the World Institute's email communications and texting programs, overseeing especially the functionality, content, quality, and style of mass emails and texts.

**PRIMARY RESPONSIBILITIES/ACTIVITIES** (85 percent):

1. Helps manage and grow Bread's/Institute's email communications program and is responsible for the program's technical assets.
2. Manages, defines, executes, and interprets the results of consistent A/B testing on Bread's/Institute's mass emails to ensure the best possible performance.
3. Edits, codes, and schedules all emails delivered to Bread's/Institute's email network. This includes coding conditions to ensure there is a proper match with the recipient and the recipient's members of Congress. Editing is assigned and directed by the Managing Editor.
4. Coordinates with appropriate Bread/Institute department(s) as it relates to email subscriptions, including defining target audiences.
5. Ensures that Bread/Institute complies with best practices and industry standards in email communications. Provides documentation and training to staff on writing effective emails.
6. Monitors, analyzes, and evaluates email performance rates, including open rates, click rates, and action rates. Generates consistent results reports and analytics for Bread's/Institute's email campaigns. Recommends improvements to the program based on the data.
7. Defines and enforces internal email procedures, including deadlines in the email production schedule, as well as templates for all general email correspondence. Maintains and updates all email templates, and creates new templates based on organizational needs. Works with vendors to design and develop new templates as needed.
8. Co-manages and grows Bread SMART, Bread's/Institute's texting program. Handles the technical set-up, execution, and innovation in the use of this technology for advocacy and fundraising purposes.
9. Ensures that Bread SMART is integrated with other digital communications platforms and campaigns, project benchmarks are met, and regular evaluations are conducted.
10. Writes and edits the copy of Bread SMART and, as needed, also copy for Bread's/Institute's mass email program.
11. Helps plan and write copy, and implement re-engagement campaigns focusing on non-active users in Bread's/Institute's mass email list and texting program.
12. Coordinates work with the Senior Manager for Digital Communications to ensure the continuity of the user experience from email through to the website and other digital platforms.
13. Formats, edits, and disseminates digital publications including Fresh Bread, Institute Insights, Prayers to End Hunger, and Bread Newsletter.
14. Serves on cross-departmental teams to design, plan, and implement digital campaigns for outreach to Bread's/Institute's online community. May provide leadership for projects within this team(s).
15. Improves Bread's email outreach to Latinos and African Americans, coordinating with the appropriate working groups.
16. Performs other duties assigned by the Senior Manager of Digital Communications and/or the Director of Communications and Marketing.

**SECONDARY RESPONSIBILITIES/ACTIVITIES (15 percent):**

1. Provides coverage for Senior Manager for Digital Communications.
2. Assists Senior Manager for Digital Communications with website updates and maintenance, including the website sections for the Hunger Report and the Offering of Letters as needed.
3. Assists the managing editor in editing content for emails and other digital platforms.

**SUPERVISION EXERCISED:** None**SKILLS/KNOWLEDGE PRESENT:**

- Bachelor's degree or equivalent work experience; at least three year's years' experience, though not necessarily full time, with digital communications (e.g., email marketing, website production, blogging, social networking)
- Ability to write and speak English required with strong and demonstrable writing ability for the web. Knowledge of Spanish is a plus.
- Excellent oral communication, interpersonal communication, and customer service skills.
- Ability to work independently as work is monitored at the department level.
- Ability to make routine decisions consistent with procedures and to research and analyse multiple factors subject to supervisory or team leadership guidance. Work with organizational teams requires ability to identify risk factors, to identify multi-faceted problems effecting project goals, and to propose solutions based on knowledge of professional principles and best practices.
- Ability to gain new knowledge and apply it to specific situations, researching and performing generally straightforward analyses of information from varied sources.
- Experience using project management principles.
- Computer literacy in Microsoft Office, use of the Internet for research and experience with data collection and the importance of databases.
- Knowledge of HTML, graphic design tools (e.g., Adobe Photoshop, Adobe Illustrator). Some knowledge of CSS and Javascript. Knowledge of Luminare Online and content management systems (e.g., Drupal, Wordpress) a plus.
- Ability to work well under pressure and consistently meet deadlines.
- Ability to work closely and collaboratively with others, using appropriate discretion and at times, utilizing a high degree of diplomacy.
- Familiarity with Christian faith perspective and advocacy to end hunger desirable.

**DISCLAIMER:**

The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

Bread for the World is a collective Christian voice urging our nation's decision makers to end hunger at home and abroad. Bread for the World Institute provides policy analysis on hunger and strategies to end it. Bread is an EOE.