 If you are unable to complete this application due to a disability, contact this employer to ask for an accommodation or an alternative application process.

## Digital Analytics and CRM Manager, Outreach Hub

Full Time Regular

Today  
Requisition ID: 1042

### Salary Range:

\$50,700.00 To 65,910.00 Annually

**DEPARTMENT:** Faith Engagement and Strategic Communications and Campaigns

**REPORTS TO:** Deputy Director of Faith Engagement and Deputy Director of Digital Communications and Marketing

**SUMMARY:** The Digital Analytics and CRM Manager creates a data-driven workflow and culture for Bread's Outreach hub. The position will play a critical role in the development and execution of our CRM strategy and Data stewardship. They will use analytical skills to surface meaningful insights from Bread's digital marketing, website, social media, email marketing, and Raiser's Edge NXT. And they will communicate data insights in a compelling, proactive, relevant way through management and reporting of multi-platform data dashboards. The Manager will be responsible for multiple concurrent projects that identify opportunities for converting multi-platform data into strategic plans. Perform other duties as assigned.

### PRIMARY RESPONSIBILITIES/ACTIVITIES:

#### Digital Analytics & CRM Management 70%

1. Serve as the primary Engaging Networks CRM/Raiser's Edge NXT administrator and subject matter expert for the Outreach Hub. Provide recommendations on how to leverage Engaging Networks CRM and Raiser's Edge NXT to execute on strategic vision, including audience engagement strategies. Manage Engaging Networks CRM/Raiser's Edge NXT processes, workflow rules, and management procedures to ensure maximum productivity and efficiency.
2. Analyze digital engagement performance and reach of Bread's digital campaigns, email marketing and digital reach. Create strategies for digital campaigns within Engaging Networks CRM/Raiser's Edge NXT, and effectively communicate strategies for implementation.
3. Assists with audience engagement strategy, including the creation and management of audience segmentation lists, form development, events management, and advocacy. Clearly articulate insight for how to improve engagement and expand audiences in each audience segmentation list.
4. Responsible for collaborative efforts on data driven projects between Faith Engagement and Strategic Communications Teams and contributes to Digital Campaign Team, IT, Data Governance, storytelling hub, and constituency-based pods.
5. Drive the design and utilization of performance metrics, journey maps, and persona insights to lead the design, and execution of complex, multi-faceted constituent-focused

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- digital experiences. Develop and lead testing (A/B testing, Multi-variate testing), reporting, optimization and analysis in channel performance to identify key levers and opportunities for improvements. Monitor trends in experience, best practices, technologies, and techniques to evolve and develop the constituent's experience across digital channels.
6. Maintain daily/weekly/monthly/quarterly reports and dashboards that measure productivity and support the day-to-day needs of the organization for CRM, Email Marketing, Social Media and Website. Coordinate regular meetings to review analytics reports, insights, and recommendations across multiple teams.
  7. Serve as the Outreach Hub's subject matter expert on digital marketing capability strategies, trends, and technologies needed for delivering best-in-class, multi-channel experiences (Digital ads, Social media, website, CRM, and Email Marketing); actively contributing to the long-term sustainability, and enhancement of Bread's holistic digital experience.
  8. Serves as Faith Engagement's data steward. This includes contributing to data policies, implementing, and enforcing them, and correcting data quality issues; conducting training for users to build understanding of policies and procedures, and building appropriate use of information systems; ensuring that the same data doesn't exist in multiple departments or systems; and coordinating the collection of data and managing its accessibility.
  9. Recommends new or modified systems or processes to increase Faith Engagement and Strategic Communications and Campaigns' effectiveness, including designing and piloting new methodologies for translating qualitative information into quantitative measures for comparative purposes and analyses of multi-year trends. Develops and maintains advanced skills in Raiser's Edge and Engaging Networks to strengthen contributions to these efforts.
  10. Represents Faith Engagement and Strategic Communications and Campaigns Team on the Digital Campaign Team, a cross-departmental team that strategizes, plans, coordinates, and implements Bread's digital-based campaigns and programs. Assist with developing and maintaining technical and campaign design process documents for the Digital Communications Team (DCT).
  11. Stay up to date on all Raiser's Edge (Database View and NXT) and Engaging Networks product releases, system updates and best practices to steer new customizations and integrations.

#### **Administration Support 30%**

1. Provides support to the directors by serving as the project manager, liaising with the Administrative Manager for Policy and Program, for the departments, including managing internal and external communications, coordinating special events, and assisting with organization wide events as needed.
2. Serves as liaison between Faith Engagement and Strategic Communications and Campaigns departments.
3. Supports departments by coordinating meetings; tracking follow-up; documenting departments' processes and procedures; orients and trains new staff, interns, and volunteers.
4. Serves as a liaison with organizations' administrative staff on all needs of departments including computers, PDA's, phones, databases, etc.
5. Organizes meetings and events, including preparing and sending invitations, updating RSVP lists, setting up the venue, scheduling travel arrangements and registration.
6. Performs other duties as assigned.



**SECONDARY RESPONSIBILITIES/ACTIVITIES:**

1. Serves as departments' representative on organizations' task forces, as needed.
2. Provides support for other organizational work as requested by the Administrative Manager, Policy and Programs.

**SUPERVISION EXERCISED:** May supervise interns.

**SKILLS/KNOWLEDGE REQUIRED:**

- Bachelor's degree or four years of equivalent work experience.
- Minimum two years of experience in CRM campaign creation, workflow, and execution.
- Minimum two years of experience in digital analytics/reporting or in digital marketing (SEM, SEO, Email Marketing, or Social Media).
- Experience doing website traffic analysis, with emphasis on Organic Search (SEO) traffic.
- Ability to run automated jobs to manipulate and store and visualize data via APIs for Google Search Console, Google Analytics, Adobe Analytics, etc.
- Experience with statistical analysis and modelling a plus.
- Very strong attention to detail.
- Experience using project management principles.
- Strong analytical skills and attention to detail, including 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 develop collaborative relationships that require a high degree of diplomacy and judgment in order to address and resolve substantive conflicts or escalate concerns to senior management.
- Demonstrated ability to maintain a professional demeanor including dependability, flexibility, willingness to learn, and problem-solving skills.
- A positive, team-oriented attitude and approach to your work.
- A "self-starting" mentality is critical for success in this role.
- Resourceful in incorporating third party digital tools to improve organization's workflow.
- Strong knowledge of Christian theology, various Christian traditions, international and domestic hunger issues, and advocacy to end hunger are desirable.
- Strong computer skills, including proficiency in MS Office Suite, database software and Internet research; experience with Raisers' Edge database a plus.
- Strong organizational, communication and interpersonal skills (written, oral, and electronic), including ability to work in a multicultural and ecumenical setting. Cross-cultural experience is valuable.
- Background in public speaking is desirable.
- Spanish language proficiency is a plus.

**CULTURAL EXPRESSIONS:**

Bread is committed to advancing racial equity externally and internally, all staff members play a vital role. In the course of our work, each staff person should work to apply a racial equity lens to their work and practices; and participate in racial equity and antiracism on-going training. Bread is also committed to being an equal opportunity employer. Bread does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin, disability, marital status, sexual orientation, military status, in any of its activities or operations.

**WORK ENVIRONMENT ISSUES:**

- Up to 10% travel to support outreach events or meetings consistent with the goals and objectives of the department and organizations.
- Valid driver's license and ability to be insured at a reasonable cost.


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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. By changing policies, programs and conditions that allow hunger and poverty to persist, we provide help and opportunity far beyond the communities in which we live. Bread for the World Institute provides policy analysis on hunger and strategies to end it.

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