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Sr. Manager, Web Development & Digital Technology

Professional

13 days ago

Requisition ID: 1040

Salary Range:

\$70,000.00 To \$90,000.00 Annually

DEPARTMENT: Strategic Communications and Campaigns

REPORTS TO: Deputy Director, Digital Communications and Marketing

PRIMARY OBJECTIVE: To develop and implement digital and web-based strategies and tools to strengthen Bread for the World and Bread for the World Institute's communications, marketing, fundraising, and advocacy. As a member of the Strategic Communications and Campaigns team, develops and executes the strategic plan for researching, implementing, and expanding Bread's digital and web-based communications – from its website, eCRM platform, video conferencing, digital virtual events, and innovative digital tools. And works with key Bread teams and vendors to achieve these goals.

PRIMARY RESPONSIBILITIES/ACTIVITIES:

1. Lead Digital Engagement strategy across various digital technology platforms: Bread's Website, Customer Relationship Management (eCRM) tool, Email, Microsites, Sermon and Story Repositories. Work with Bread's managing editor, senior manager of digital campaigns, senior design and art manager to ensure up-to-date and creative digital engagement with Bread's audiences.
2. Manages the development, design, and redesign of all aspects of Bread's & Bread for the World Institute's front-end web development work, including creation of web design, wireframes, and hosting integration as needed. Ensures a positive website user experience to reinforce the strength of Bread's brand. This includes training staff to manage their sections in the website.
3. Manages the gathering, tracking, reporting and analyzing of all communications and marketing digital data, through the development and maintenance of data dashboard. Uses Google analytics and other digital tracking tools to support and inform strategic communications and marketing decision-making and suggest areas for improvement. Ensure the achievement of key digital communications and marketing benchmarks and other key performance indicators, such as growth in website traffic and user engagement.
4. Manages search engine marketing and other digital marketing opportunities, including search engine optimization, Google Adwords, and ad purchases, to drive increased traffic to Bread's websites and deepen user engagement.
5. In coordination with the Senior Manager for Digital Campaigns and Deputy Director, Digital Communications and Marketing, helps to develop and implement organization-wide digital strategies for regular monthly digital newsletters, digital advocacy, digital organizing, digital fundraising, and growth of Bread's/Institute's digital network. Work

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closely with other departments, teams and taskforces to ensure that these strategies are planned and managed collaboratively.

6. Manages the integration of digital strategies and priorities in eCRM platform to support with Digital Campaigns, including the design, coding, data management, and maintenance of advocacy forms, list-segmentations, fundraiser forms, email strategies, events, ticketing forms, and stories database. Serves as an in-house expert for eCRM's platform, providing trainings when necessary, and managing the development of new tools within this platform. Support with the migration of donation forms, surveys, and landing pages from former eCRM to new eCRM, assisting with data maintenance and updates within Raiser's Edge.

7. Regularly recommends, manages, and develops, appropriate digital platforms and innovative technological tools to ensure better hosting for Bread's websites, content management systems, mass mailing systems, asset repositories, storytelling databases, livestream tools, podcasts, and event management.

8. Explores and implements open-source technologies and software, such as Drupal, Webflow and WordPress, that could be used to further enhance Bread's Website, to ensure optimization of Bread digital reach.

9. Researches, screens, and coordinates with third-party agencies, software distributors, service vendors and digital consultants involved in design, technical support, website management, virtual event management, and other digital innovations for Bread/Institute. This includes serving as the project management lead in working with vendors to oversee major website-related projects, develop products, integrate into Bread's digital space, and provide training to staff.

10. Serves as an in-house digital content management and constituent relationship management database expert, working with other departments and teams to ensure that Bread's stories, digital assets, and webpages are organized, and incorporated in Bread's digital campaigns, whether for advocacy, fundraising, and community growth, and membership fulfillment.

11. Stay up to date on current trends in website development and design, digital fundraising, digital advocacy, integration of technology and tools, and search engine optimization. Ensures Bread is staying in alignment with, and ideally ahead of, industry standards in the digital technical landscape.

12. Serves on the Digital Campaign Team, a large, cross-departmental team which meets bi-weekly to design, plan and implement digital campaigns for outreach to the organizations' online community; Works with the Deputy Director Digital Communications and Marketing, the Senior Manager for Digital Campaigns and cross-departmentally to plan and implement Bread's integrated digital marketing efforts.

13. Supervises web and other digital projects and other duties as may be assigned by the Deputy Director, Digital Communications and Marketing.

SECONDARY RESPONSIBILITIES/ACTIVITIES:

1. Contributes to the planning of the department's annual work plan and budget. This includes helping prepare reports for the board, project funders, and for of benchmarks.

2. Provides strategic technical expertise and serves in such cross-departmental teams and taskforces as the Digital Campaigns Team.

3. Represents the strategic communications and campaigns department in meetings and other functions as assigned by the Director of Strategic Communications and Campaigns.

4. Manages the Strategic Communications and Campaigns Department as requested, including chairing of weekly team meetings.

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SUPERVISION EXERCISED:

Supervises Bread staff on digital technology related projects, relationships with outside vendors and consultants, and occasional interns. This includes the development and management of Audience Engagement strategy to help the Audience Engagement Manager grow audience engagement lists.

SKILLS/KNOWLEDGE REQUIRED:

- BA or BS degree required with ten years of directly related, progressively responsible work experience in digital communications.
- Ability to work calmly in a deadline-driven, and often stressful, environment.
- Strong editorial and technical skills in website coding, website design, website hosting, and website CMS systems; strong, demonstrable writing ability, and effective communication skills.
- Strong analytical skills and attention to detail, including ability to conduct research and analyses of multiple factors related to communicating with Bread's large and growing online network and make data-driven recommendations and decisions
- Strong leadership as a project manager for large-scale web development or other digital projects.
- Knowledge of HTML, JavaScript, CSS, Drupal, WordPress, Adobe Creative Suite, mobile applications, digital analytics services, and related digital tools.
- Ability to develop collaborative relationships internally and externally which require a high degree of diplomacy and judgment in order to address and resolve substantive conflicts or escalate concerns to management.
- Experience with digital content management and customer relations management tools. Specific experience with EveryAction, Engaging Networks, Raiser's Edge, and Blackbaud's product suite is a plus.
- Experience with digital fundraising processes and best practices.
- Experience with digital advocacy processes and best practices.
- Proven management/supervisory skills.
- Creative, resourceful, and solution-oriented, and has a proven track record of project management, meeting deadlines, and working in a fast-paced environment.
- Ability to work independently as up to 40% of performance and outcomes are subject to broad organizational review up and up to 60% are subject to management review. Key initiatives may be subject to executive review.
- Demonstrated ability to maintain a professional demeanor including dependability, flexibility, willingness to learn, and problem-solving skills.
- Commitment to the mission and Christian faith basis for Bread for the World.

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.

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WORK ENVIRONMENT:

Must be responsive to emails and phone calls off-site and willing to work during evenings, weekends, and holidays as the need may require. Remote work option available.


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. 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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