

Senior Manager, Digital Fundraising and e-CRM

Full Time Regular
DC, Washington, DC, US

Today
Requisition ID: 1152

Salary Range:

\$85,000.00 To \$95,000.00 Annually

DEPARTMENTS: Development and Membership

REPORTS TO: Deputy Director of Membership Giving with dotted line to Director of Communications and Marketing

LOCATION: Hybrid in Washington, DC

Bread for the World is a Christian advocacy organization urging U.S. decision makers to do all they can to pursue a world without hunger. Our mission is to educate and equip people to advocate for policies and programs that can help end hunger in the U.S. and around the world.

PRIMARY OBJECTIVE: The Senior Manager, Digital Fundraising serves as a strategic and operational leader in Bread for the World's fundraising program, integrating digital engagement, analytics, and technology to grow revenue and deepen supporter relationships. Operating as a service hub within the Development Department—with close coordination across Communications and Organizing—the Senior Manager manages Bread's e-CRM, audience journeys, and digital fundraising strategies.

This role ensures the success of online giving, email and SMS fundraising, peer-to-peer campaigns, paid digital ads, and social media fundraising efforts. The position uses data-driven insights to optimize acquisition, retention, and upgrade strategies while ensuring smooth data flows between Engaging Networks, Raiser's Edge NXT, and digital channels. The Senior Manager translates digital data into actionable fundraising strategies that strengthen donor loyalty, increase online revenue, and enhance Bread's holistic digital giving experience.

PRIMARY RESPONSIBILITIES/ACTIVITIES:

Lead Digital Fundraising and Audience Journey Strategy

- Co-lead the digital strategy team setting priorities for audience journeys and digital fundraising campaigns that move supporters from awareness to action and giving.
- Develop and manage digital fundraising strategies that include email, SMS, social media, paid search, display, and website giving pathways, ensuring alignment with Bread's brand and messaging.
- Collaborate with the direct response agency, Lautman, to coordinate multi-channel acquisition and conversion campaigns, optimize online revenue, and integrate digital fundraising with mail and offline efforts.
- Oversee the creation and management of segmentation lists, forms, and campaign pages that support appeals, sustainer recruitment, lead generation, and advocacy-to-donor conversion.
- Provide recommendations on how to leverage data and tools to maximize online giving and constituent engagement, analyzing performance across digital channels, and recommending optimization tactics.
- Serve as a subject matter expert on digital fundraising technologies and trends, including email automation, donation page optimization, mobile giving, digital ads, and social media

fundraising.

- Develop and manage email and SMS fundraising calendars, message testing, and creative execution to drive donor conversion and retention.
- Collaborate with Communications to ensure digital fundraising content, imagery, and design align with Bread's brand standards and fundraising objectives.
- Manage peer-to-peer and crowdfunding initiatives to leverage Engaging Networks capabilities.
- Develop and manage digital ads and search strategies to grow Bread's donor base and elevate fundraising visibility across platforms.
- Track campaign codes, URLs, and performance data to ensure accurate revenue attribution and reporting.

Serve as Engaging Networks CRM Administrator

- Serve as the primary administrator for Engaging Networks by training staff, managing data integrations and automation workflows, and reporting functions tied to fundraising and communications campaign performance.
- Oversee Engaging Networks page design, coding, and functionality for donation, petition, and event forms, ensuring accuracy, effectiveness, and seamless donor experience.
- Maintain a strong understanding of Engaging Networks and Raiser's Edge NXT systems, staying current on product updates and applying best practices to optimize fundraising performance.
- Support Development Operations team in the successful processing of online giving batches and data synchronization between Engaging Networks and Raiser's Edge.
- Serve as the point of contact for Engaging Networks account management, contracts, and system support.
- Support the Communications Team with additional production capacity for email, SMS, and page building.

Surface Actionable Fundraising and Communications Insights

- Monitor and analyze daily, weekly, and monthly digital fundraising performance reports and dashboards across platforms, sharing insights to guide strategy adjustments, and improve ROI.
- Lead A/B and multivariate testing to strengthen performance of digital fundraising assets, including email subject lines, imagery, donation forms, and ad creative.
- Develop fundraising dashboards that integrate key metrics such as conversion rate, cost per acquisition, donor lifetime value, and campaign ROI.
- Leverage donor journey maps and persona insights to guide the design and execution of multi-channel digital giving experiences that increase donor loyalty.
- Identify and recommend system improvements, new tools, and processes that enhance Bread's fundraising efficiency, data accuracy, and user experience.
- Support the Communications Team in quarterly and case study analytic reports based on engagement data within Engaging Networks.

Cross-Departmental Leadership

- Play a key leadership role in cross-departmental initiatives including the Data Governance team and advocacy summit logistics team, ensuring all systems support donor engagement and stewardship goals.

- Collaborate with IT, Development Operations, and Communications to implement data-driven fundraising projects and maintain consistency in supporter experiences across channels.
- Serve as a liaison between Bread's fundraising, organizing, and communications teams to ensure consistent donor journeys and unified digital storytelling.

SUPERVISION EXERCISED:

None

SKILLS/KNOWLEDGE REQUIRED:

- Bachelor's degree or five years of equivalent work experience.
- Experience with Engaging Networks required; Raiser's Edge strongly preferred.
- Minimum two years of experience in digital fundraising, e-CRM campaign creation, and execution.
- Minimum two years of experience in digital analytics/reporting or digital marketing (SEM, SEO, paid media, or social media).
- Experience creating and analyzing fundraising landing pages, donation forms, and digital journeys to improve conversion and retention.
- Strong knowledge of Google Analytics, Google Tag Manager, and paid digital ad platforms (Google Ads, Meta, LinkedIn).
- Experience managing online fundraising campaigns that integrate multiple channels (email, social, web, SMS).
- Strong analytical skills with the ability to translate data into insights that improve donor conversion, retention, and revenue growth.
- Project management expertise, including the ability to manage multiple concurrent fundraising campaigns and deadlines.
- Excellent communication, collaboration, and relationship management skills with the ability to influence cross-departmental priorities.
- Demonstrated ability to maintain professionalism, dependability, and initiative in a fast-paced fundraising environment.
- Knowledge of Christian theology, faith-based fundraising, and advocacy to end hunger are desirable.

WORK ENVIRONMENT ISSUES:

- Work will require some evening and weekend hours to assure organizational responsiveness to assigned issues area.
- Bread is a hybrid organization with headquarters in Washington, DC. Staff work 2 days a week onsite in the office.

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 on-going training. Bread is also committed to being an equal opportunity employer.

OUR VALUES:

1. **We value our faith.** Our faith in Christ is the foundation for our hope, story, mission, and values, and compels us to love our neighbors near and far.
2. **We value human flourishing.** We believe that every human being, created in the image of God, has inherent dignity that affords an opportunity to be in right relationship with God, self, neighbor, and the environment, and to freely access enough nutritious food for good health.
3. **We value justice.** We seek to establish effective systems, structures, and policies that affirm equality and advance equity among all human beings and protect people who experience hunger and poverty from oppression.
4. **We value courage and prophetic voice.** In a spirit of wisdom and love, we will be bold in articulating and pursuing our vision of a world without hunger.
5. **We value nonpartisanship.** We believe that effective and sustainable public policies are made when, in good faith, we employ a civil and politically unbiased approach to develop and implement laws and programs to achieve our mission.
6. **We value collaboration.** We believe in working alongside and building community with diverse churches, institutions, and individuals, including people experiencing hunger, to achieve our mission.
7. **We value impact.** We strive for excellence in our work and hold ourselves and our nation's leaders accountable in the pursuit of public policies that render measurable results and meaningful change for those affected by hunger.

DISCLAIMER:

Background and reference checks will be conducted on all final candidates. 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, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.