

Online Communications Manager

The Online Communications Manager will work with the Director and a small dynamic intern team to integrate communication efforts including fundraising, advocacy and volunteer engagement initiatives. This individual will also provide technical support for Fermata Eclectic's Web site and online fundraising tools; help manage the organization's database; as well as research, implement and leverage new and existing technologies to support Fermata Eclectic's mission.

The ideal candidate will keep abreast of the latest online trends and explore ways to use these trends creatively.

ESSENTIAL FUNCTIONS

Content Management:

- Maintain and update content on Fermata Eclectic's Web site
- Write, edit, and create Web stories and blog entries
- Coordinate the creation of blog posts by staff
- Edit and publish posts submitted by Web site users
- Manage the production of monthly e-newsletter, action alerts, and appeals from an editorial and technical perspective
- Coordinate the scheduling and messaging of email campaigns
- Develop and adapt content for social media to further the fundraising, advocacy and volunteer engagement goals of the organization

Web site Support:

- Provide internal support for using the Web site and online fundraising editor
- Manage Web site and online fundraising editor users
- Provide support for external users and donors on the Web site
- Coordinate with Fermata Eclectic and external vendors on Web site maintenance and enhancement projects

Reporting:

- Track online giving and email newsletter statistics and draft monthly reports
- Report online fundraising results as needed
- Draft updates to the Director on online communications efforts

Database Management:

- Knowledge of Web page creation editors
- Ability to run queries and manage email lists
- Manage database workflow and validation rules
- Develop and manage ongoing database duplication efforts
- Manage coordination of information
- Provide backup database support for managing users, creating new fields, customizing objects, modifying page layouts, and upgrade
- Serve as official contact for supporting internal users

Online Campaigns and Strategy:

- Coordinate, develop and implement online campaigns with the Fundraising/Development team; including Web, social media, e-mail marketing and multimedia components
- Develop creative strategies with the Fund Raising/Development team to build and expand constituent base
- Develop strategies with Fund Raising/Development team to strengthen and expand online fundraising, communications, advocacy and volunteer engagement efforts
- Cultivate relationships with bloggers, online media, and nonprofit organizations to support outreach efforts

EDUCATION AND EXPERIENCE

The applicant must have knowledge and/or experience in online communications. Technical competency, knowledge of online marketing techniques, and experience with social media are highly desired. The ideal applicant will have strong writing and editing skills, with a proven track record of producing compelling content. Attention to detail, ability to juggle multiple tasks simultaneously, and desire to work in a collaborative and dynamic environment are a must. Skype and other remote communications are required as well.

How to Apply

Please [e-mail](#) your résumé and cover letter to the director. Candidates should use the cover letter to identify and describe any successful online Web content creation and design as well as any membership recruitment/fundraising campaigns they have participated in, executed or developed. Work samples are encouraged.

Skype and other remote communications are a must.

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