



United Way  
of Northern California

## Donor Engagement Officer

- Full-time, hourly position
- Salary \$23-25/hour, commensurate with background and experience
- Reports to the Chief Development Officer
- Position is based in Redding; company does not pay relocation expenses

Applicants should send a cover letter and resume to [employment@norcalunitedway.org](mailto:employment@norcalunitedway.org).

### Job Summary

The Donor Engagement Officer (DEO) works with the Chief Development Officer to create a defined donor engagement and retention strategy for United Way of Northern California (UWNC). The DEO will be responsible for cultivating meaningful relationships with donors through frequent, positive two-way dialogue. Blending creative communications with data-driven analysis, the DEO will implement initiatives that reduce churn and increase lifetime donor value. In this, a new role for the agency, the DEO will be given latitude to experiment, implement, and iterate, and should therefore be someone who works well in an entrepreneurial environment and has a “get stuff done” attitude. The DEO will enjoy identifying and tackling new opportunities and are motivated to reach annual retention and donation goals.

### Key Responsibilities

- In collaboration with the Chief Development Officer, the DEO will define and implement a strategy for how UWNC onboards, stewards, engages, and renews donors.
- The DOE will become an expert on the donor lifecycle at UWNC, using data to understand their behaviors and giving capacity, and develop strategies to prevent churn and encourage upgrading at key points in their lifecycle.
- In collaboration with the Marketing team, the DEO will create and execute donor communication campaigns. This will include segmenting UWNC’s donor database, crafting compelling communications for each segment, and designing and building campaigns in UWNC’s CRM (Network for Good). This entails digital messaging, direct mail, and acquisition phone campaigns.
- The DEO will analyze the effectiveness of past campaigns and adapt strategy accordingly.
- In collaboration with the Chief Development Officer, the DEO will develop engagement and renewal goals and track monthly progress. This will include measuring campaign Key Performance Indicators, knowing when plans are under-performing, and implementing strategies to course-correct.
- The DEO will leverage existing donor insights data and create new opportunities to gather data on UWNCs donors, such as surveys and split testing.
- The DEO will help build UWNC’s Pillar (major gifts) program, assist in managing relationships with ambassadors and helping to facilitate peer solicitation.
- The DEO will maintain accurate donor and pipeline information in UWNC’s Customer Relationship Management System and collaborate regularly with the Finance Office to execute and manage post-award/post gift donor acknowledgment process.

- In collaboration with Development Department teammates and the CEO, the DEO will assist in planning and executing donor appreciation events.
- Other duties as assigned.

**Qualifications:**

- Minimum Associate's degree or equivalent experience. Bachelor's degree preferred.
- Two or more years of experience in customer or donor engagement, retention, and/or loyalty. Non-profit experience is a plus.
- Ability to convert complex research into stories that are clear and engaging, compelling donors to take action.
- Communicates clearly, orally and in writing.
- Strong project management skills. Can successfully manage a project from beginning to end, including the big picture and the minor details. Creative and resourceful. Can push ideas from concept to implementation.
- Strong presentation skills. Comfortable speaking in public.
- Self Starter. Proven track record of building and scaling a program.
- Track record of success in driving customer/client retention and upgrades.
- Flexible; can pivot and adjust to change quickly.
- Passionate about UWNC's mission to fight for the health, education, and financial stability of all Northern California residents, and to be there for the community during times of crisis.
- Shares UWNC's commitment to equity and inclusion. Comfortable working with and for people of all backgrounds and beliefs.
- Possesses a valid driver license and has access to reliable and insured transportation.
- Can lift up to 15 pounds; can work comfortably on a keyboard through an eight-hour shift.

*This position may involve occasional night and weekend shifts. Occasional travel to other cities in California may be required.*

*UWNC offers 12 paid holidays per year; group medical benefits; company-paid life insurance, 401(k) Retirement Savings Program, and an Employee Assistance Program.*

*UWNC is an Equal Opportunity Employer. Employment at UWNC is contingent on submission to background checks, including criminal and DMV checks.*

*All employees at UWNC are required to be vaccinated against COVID-19.*