



United Way of
Northern
California

Donor Engagement Specialist

- 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.

Job Summary

The Donor Engagement Specialist (DES) works with the Chief Development Officer to create a defined donor engagement and retention strategy for United Way of Northern California (UWNC). The DES will blend creative communications with data-driven analysis. They will implement initiatives to increase donor retention and lifetime donor value. In this, a new role for the agency, the DES 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 DES will enjoy identifying and tackling new opportunities and is motivated to reach annual retention and donation goals.

Key Responsibilities

- In collaboration with the Chief Development Officer, the DES will develop and implement a strategy for how UWNC onboards, stewards, engages, and renews donors.
- The DES 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.
- The DES 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 the Marketing team, the DES 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. This entails digital messaging, direct mail, and acquisition phone campaigns.
- The DES will analyze the effectiveness of past campaigns and adapt strategy accordingly.
- The DES will leverage existing donor insights data and create new opportunities to gather data on UWNCs donors, such as surveys and split testing.
- The DES will help build UWNC’s Pillar (major gifts) program, assist in managing relationships with ambassadors and help to facilitate peer solicitation.
- In collaboration with Development Department teammates and the CEO, the DES 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.
- 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 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 medical, dental and health benefits; paid vacation and sick time; 11 paid holidays per year; 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 have been fully vaccinated against COVID-19.