

## Digital Giving Associate



SOCIETY

Building Faith | Inspiring Hope | Igniting Change

Summer 2024

## CATHOLIC EXTENSION SOCIETY

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Founded in 1905, Catholic Extension Society's mission is to work in solidarity with people to build up vibrant and transformative Catholic faith communities among the poor in the poorest regions of America. Catholic Extension Society accomplishes this by strategically partnering with Catholic dioceses to build facilities, educate leaders, and support essential ministries in the most under-resourced regions of the country. With its high-touch and innovative approach, Catholic Extension Society helps Catholic faith communities build their capacity to inspire hope and drive positive change.

The organization's impactful initiatives include programs and projects on the southern border, post-hurricane rebuilding efforts in Puerto Rico, support for college campus ministry and youth outreach, church and funding scholarships of lay and ordained leaders at major Catholic Universities. In the past year alone, Catholic Extension's collective programs and partnerships had a financial impact exceeding \$225 million across 40 U.S. states and territories.

To sustain this vital mission, the organization annually raises \$25-30 million from 25,000 donors through a mature and comprehensive development program featuring diverse revenue streams. For a deeper understanding of philanthropy's role at Catholic Extension Society and the impact of its mission, explore the insights provided in its [2023 Annual Report](#).

Catholic Extension, headquartered in Chicago, boasts a dedicated full-time staff of 50 professionals, either based in the headquarters or regional offices. The team comprises talented and experienced individuals thriving in a dynamic, fast-paced work environment with a strong emphasis on collaboration and a team-focused culture. For further details about Catholic Extension, visit the [CE Website](#).



“People come together in faith in moments of crisis to strengthen one another and to realize that they are not alone.”

--Fr. Jack Wall, President of  
Catholic Extension

## DIGITAL GIVING ASSOCIATE

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Reporting to the Senior Director of Development, the Digital Giving Associate will become a vital member of a 30+ person development team at Catholic Extension. Supported by managers and collaborating closely with business partners, the Associate will oversee the daily execution of Catholic Extension's digital fundraising initiatives.

Our digital fundraising program is a cornerstone of our annual fundraising strategy, and we seek a college graduate with the requisite qualifications and a passion for innovation to enhance and broaden our program.

Responsibilities are:

1) Content Creation and Management (80% time)

- Collaborate with Development, Finance, Mission, and Strategic Communications Departments to acquire, retain, and upgrade Catholic Extension's annual giving donors over time.
- Manage the development of digital fundraising content, in partnership with the Strategic Communications Department, that effectively communicates the need for charitable giving.
- Create and manage the production and distribution of approximately 2-4 emails each week.
- Coordinate with our strategic partners to execute direct response digital advertising campaigns across technology platforms, with a heavy emphasis on strategy and content development. Strategic partners will place and manage the advertising campaigns.
- Manage Annual Giving's web presence, including creating, updating, and maintaining donation and event pages, using the Engaging Networks platform, ensuring that all tracking considerations are met.

2) Strategy Development (10% time)

- Collaborate with the Strategic Communications Department and Development team to assist in developing an overall digital fundraising strategy for online channels, with a heavy focus on email and consideration for social media.
- Serve as the subject matter expert in digital solicitation and engagement strategies and define the scope and expected outcomes of each project.

- Stay abreast of digital fundraising best practices and tactics and continually seek to improve the user experience.
- Use reporting and analysis to inform strategies such as performing multivariate tests on digital campaigns and using data analysis to identify the most effective digital communication tactics with donors and prospects.

3) Operations and Implementation (10% time)

- Troubleshoot and problem-solve digital issues.
- Create and maintain all digital fundraising assets such as donation forms, autoresponders, thank you pages, email automations, and surveys.
- Work with the Annual Giving team to identify and schedule donor engagement opportunities via email and social media and ensure information loaded into our donor data base (Virtuous) is accurate and up to date.
- Recommend and help implement donor-facing website improvements that enhance the donor's user experience as technology evolves to increase donations and average gift size.
- Play a key role in maintaining email list integrity, ensuring that email addresses are migrated from Virtuous to the eCRM (Engaging Networks) with consideration for all audience types and communication preferences.

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## QUALIFICATIONS

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- Bachelor's degree.
- Interest in fundraising, especially digital strategies that will attract, retain, and upgrade annual giving donors.
- Strong communication and writing skills.
- Ability to work across teams and departments, as well as with external partners.
- High emotional intelligence with the ability to build strong, internal relationships.
- Curious and eager to learn.
- Bias toward action.
- Ability to work independently and collaboratively in a fast-paced environment.
- Proficiency in Microsoft Office Suite and database management software.
- Exposure to working in email platforms (e.g., Engaging Networks, Luminate Online, MailChimp), content management systems (e.g., WordPress), CRM solutions and integration (e.g., Virtuoso, Salesforce, Raiser's Edge), Adobe Photoshop, social media platforms, and responsive design a STRONG PLUS.
- Basic understanding of the value of testing and analytics and desire to learn more about them important.
- A basic understanding of HTML preferred.
- Ability to provide constructive and helpful feedback to graphic designers on user interface, layout, and design preferred.
- Commitment to the mission and values of Catholic Extension.
- Sense of humor.

## TO APPLY

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Please submit a resume and cover letter outlining your qualifications for and interest in the Digital Giving position. **Send your application to Margie DeVine of DeVine Consulting at [CE2024.digital@gmail.com](mailto:CE2024.digital@gmail.com).** The deadline for applications is July 12, 2024.



Catholic Extension is an Equal Opportunity Employer. Applicants may request any reasonable accommodation that may be necessary to participate in the application process.

We offer a competitive salary and comprehensive benefits package to include medical, dental, vision, disability, 403b with company matching, paid time off, paid company holidays, commuter assistance, professional development opportunities, mentoring and more!

Catholic Extension is located at 150 S. Wacker Drive, 20<sup>th</sup> floor, Chicago, IL. For more information about the organization, please visit: [www.catholicextension.org](http://www.catholicextension.org).



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