



## Job Description

**Job Title:** Digital and Direct Mail Appeal Specialist  
**Department:** Development  
**Reports to:** Chief Development Officer  
**Supervises:** N/A  
**FLSA Status:** Non-Exempt, Full-time

### **SUMMARY:**

In shared leadership with development and external affairs colleagues, the Digital and Direct Mail Specialist is responsible for sharing the need and inspiring donors to make philanthropic gifts that support UFB's work today and into the future. This includes leading all aspects of direct mail, email, and fundraising communication, including multi-channel fundraising campaigns. In addition to graphic design skills, the successful candidate has an appreciation for and a willingness to learn the foundation of philanthropic giving and the use of written and digital communications as a way of increasing donor engagement and giving.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include, but are not limited to, the following:

### **Core Responsibilities:**

- Working within the direct mail strategy, design, develop and manage comprehensive and compelling direct mail program pieces that include creative multi-channel communications among various donor segmentations.
- Working under the direction of the Chief Development Officer; plan, execute and manage direction and implementation of all digital donor appeals and direct mail communication projects; ensure all projects maintain engaging, brand-enhancing and creative content.
- Working in collaboration with the Development Team, identify metrics and develop scorecards to measure the effectiveness of digital and direct mail campaigns;
- Utilization of various analytics to track campaigns and conversions; ensure tracking mechanisms are in place and functioning properly for all online and offline programs to gain measured results;
- Provide analysis of campaigns regularly to inform future communications and testing strategies; regularly report on performance.
- Develop an understanding of the impacts of hunger for those living in poverty, and maintain a close connection to programmatic solutions employed by UFB.
- Support, develop and foster effective relationships with both internal and external customers including staff, donors, community partners and clients we serve.
- Participate in a cross-functional team to ensure that philanthropic needs are communicated on website and through social media.
- Assist with grant and funding requirements through data acquisition, collateral creation and storytelling.

## **Qualifications:**

- Experience with graphic design in creating engaging, brand-enhancing content and building strong engagement base across written, digital and social platforms.
- Excellent verbal and written communication skills and the ability to communicate effectively with people of diverse backgrounds, socio-economic levels and staffing levels.
- Proficient in Adobe Creative Suite. Proficient in MS Office applications, particularly Word, Excel, and Outlook software or apps; ability to learn in-house database and reporting systems
- Professional demeanor and demonstrated excellence with the ability to work cooperatively across all levels of the organization. Exhibits qualities of maturity, good judgment and tact.
- Strong organizational, time management and multi-tasking skills, adept at handling multiple tasks and concurrent projects.
- Strong ability to work independently and in a team environment.
- Excellent presentation, verbal, and writing skills, with the ability to speak persuasively about the organization.
- Ability to listen carefully to and understand customers' needs, both internally and externally, and proactively respond to those needs in a consistent and timely manner.
- Bachelor's degree or equivalent training and experience in communications, graphic design, journalism, or similar.
- Possession of a valid Arizona driver's license, current auto insurance and reliable transportation.