

## Digital Fundraising Business Analyst (virtual work location)

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Company: American Red Cross

Location: New Caledonia

Category: business-and-financial-operations

### WHY CHOOSE US?

As one of the nation's premier humanitarian organizations, the American Red Cross is dedicated to helping people in need throughout the United States and, in association with other Red Cross networks, throughout the world. When you join our team, you have a direct impact on a meaningful mission, and you can help save lives every day. If you share our passion for helping people, join us in this excellent career opportunity. **Work where your career is a force for good.**

We are committed to the diversity of our workforce and to delivering our programs and services in a culturally competent manner reflecting the communities we serve. Our work environment is collaborative, respectful, and inclusive with a focus on building allyship and a culture of belonging that empowers all team members. Come to learn, grow, and succeed while sharing your passion for making a difference.

The Red Cross supports a variety of cultural and community resource groups for employees and volunteers. From the Ability Network, our Asian American & Pacific Islander Resource Group, the Latino Resource Group, and Red Cross PRIDE, to the Umoja African American Resource Group, our Veterans+ Resource Group, and the Women's Resource Group, these networks provide connections, mentoring and help give voice to important concerns and opinions.

At the American Red Cross, your uniqueness can shine!

\*\*\*The work location for this exciting opportunity is virtual. The selected candidate will work

100% remotely from home and can be located anywhere in the United States with a preference to work East Coast hours. \*\*\*

**WHAT YOU NEED TO KNOW ABOUT THE JOB:**

The American Red Cross seeks a creative and energetic Digital Fundraising Business Analyst to join our team.

You will administer digital marketing activities for the online donation process and other related website content. Provide online technical expertise to the marketing team and across the organization. Work with new and emerging technologies to develop, implement, measure, and refine marketing plans and campaigns. Act as a cross functional center-of-expertise for digital engagement, email, search, text messaging and mobile leading cross functional teams, including external agencies to plan, create, and produce digital marketing programs. Use strong analytic intelligence to understand user engagement and drive end user activation through the utilization of testing and optimization tools and techniques. Provide support, development and/or leadership guidance to all volunteers.

Perform all duties and responsibilities in compliance with standard operating procedures and other applicable Federal, State, and local regulations.

**WHERE YOUR CAREER IS A FORCE FOR GOOD (Key Responsibilities):**

Implement new technology to maintain a competitive product and image on the Internet.

Execute test updates for the Website in applicable formats and coordinate graphical updates.

Implement interactive marketing projects including email and online advertising to exploit marketing opportunities.

Communicate and educate employees on solutions and tools available through the Internet and online networks.

Work with internal departments to develop and update content for the company site.

**WHAT YOU NEED TO SUCCEED (required/minimum qualifications):**

Bachelor's degree required.

Minimum 3 years of related experience or equivalent combination of education and related experience required.

Excellent written, oral, and interpersonal communication skills. Excellent presentation skills. Ability to work on a team. Proven ability to use market feedback and own expertise to determine best user experience across digital products and services. Ability to work under pressure in a dynamic and multidimensional environment. Experience in project management. Experience in content development. Ability to work with internal business owners as well as external agencies. Knowledge of Red Cross structure and operations preferred.

Travel: Travel may be required.

Knowledge of Red Cross structure and operations preferred.

### **What will give you the competitive edge:**

Understanding of fundraising strategies.

Agile Development and Workflow Management tools

Adobe Experience Manager and Analytics --- Adobe is the platform for

Website development – knowledge of digital technologies, payment plans, etc.

### **Physical Requirements**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this Job, the employee is regularly required to sit; use hands to handle or feel; and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand; walk and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 15 pounds and occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. The work environment will consist of moderate noise ( business office with computers, phones and printers, light traffic). The employee must have the ability to work in a small cubicle and have the ability to sit at a computer terminal for an extended period of time.

**DISCLAIMER:** The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified.

## **BENEFITS FOR YOU:**

We take care of you, while you take care of others. As a mission-based organization, we believe our team needs great support to do great work. Our comprehensive benefits help you in balancing home and work. With our resources and perks, you have amazing possibilities at the American Red Cross to advance the learn.

- Medical, Dental Vision plans
- Health Spending Accounts & Flexible Spending Accounts
- PTO + Holidays
- 401K with 5% match
- Paid Family Leave
- Employee Assistance
- Disability and Insurance: Short + Long Term
- Service Awards and recognition
- Pay for Performance
- Compensation: The Salary for this position is \$70, - \$80,

\*Note that American Red Cross salaries are aligned to the specific geographic location in which the work is primarily performed. Other factors that may be used to determine your actual salary may include your specific skills, how many years of experience you have and comparison to other employees already in this role.

\*LI-POST

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