

## A Greener World Seeks Digital Fundraiser

**About the job:** *Immediate opening for a high-impact professional at respected international non-profit certifier.* At a Greener World, we are looking for self-motivated problem-solvers with the ability work with a remote team across multiple projects and regions. As a part of A Greener World's marketing team, you will be expected to identify and implement creative digital strategies for content and digital media platforms to increase donor support. You will work with staff across the country and internationally, and will have immediate responsibility and accountability.

Candidates should have a love of fundraising, strong communication skills, and the ability to adapt quickly to a fast-paced non-profit environment. We're looking for strong team players who appreciate diverse experiences and backgrounds, and are excited to join a nimble, globally active organization inspiring real and positive change.

This position is offered in AGW's headquarters, located in beautiful Central Oregon at the feet of the Cascade mountains, but working remotely from another location in the U.S. may be considered for the right candidate. The position is full-time, starting with a three-month contract (which will be extended if successful) and a salary commensurate with experience. A Greener World provides a robust benefits package including maternity leave and medical/dental coverage.

**The Day-to-Day:** The Digital Fundraiser will lead A Greener World's digital fundraising strategy and execution across our email, social media, SMS, and web platforms. Reporting to the Director of Communications and Outreach, they'll work closely with members of the marketing department to develop compelling, timely, and factual asks to ensure we have the resources to support our organization's vital work delivering sustainable solutions in food and farming. The ideal candidate for this role is someone with enthusiasm for and expertise in grassroots and peer-to-peer fundraising and content creation. They'll have experience raising online donations where small-dollar gifts are an essential part of the organization's annual budget, a mind for testing and analytics and an eagerness to learn A Greener World's voice and refine our approach to fundraising.

### Key responsibilities:

- Developing and executing a comprehensive, digital fundraising strategy across multiple platforms that engages new and existing email subscribers, converts prospects, and retains donors to increase revenue.
- Implementation of online communications, digital and email marketing initiatives, and online gift process management.
- Programming for digital campaigns, recurring donations, retention strategies, and other digital fundraising initiatives as they align with overall organizational goals.
- Analyzing digital fundraising trends, as well as identifying opportunities to engage donors in effective and innovative direct fundraising strategies.
- Identifying and implementing creative digital strategies and make data-driven recommendations for content and digital media tools to increase action-rates for fundraising, web traffic, and subscribers.

- Expanding and maintaining an active and engaged email list: draft emails, manage targeted distribution groups, create online forms, landing pages, report on metrics, and when appropriate, execute paid acquisition campaigns.
- Optimizing web-based fundraising efforts through ownership and effective roll-out of online donation mechanisms, strategizing and implementing social media conversion efforts, selecting and optimizing third party platforms when appropriate, and facilitating online donor retention and stewardship efforts.
- Contributing to A Greener World's public social media platforms in support of AGW's fundraising, marketing, and communication efforts.
- Analyzing and recommending effective use of social platforms and new methods of online communications.
- Fulfilling other duties as assigned, such as assisting with editing and content review.

#### **Education background and experience:**

- Minimum three years' experience in communications and digital media, preferably in a non-profit setting
- Bachelor's degree in Communications, Marketing or related field, or comparable experience and demonstrated ability
- Experience maintaining and managing organizational social networking accounts in coordination with campaign online communications and strategy (Facebook, Twitter, Instagram, etc.)
- Proficiency with email marketing platforms and project management
- Experience writing editorial content for a brand, organization or established voice
- Basic proficiency in Microsoft Office Suite

#### **Who is A Greener World?**

A Greener World (AGW) identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW's growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#). Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW's standards and procedures are robust and transparent and achievable.

A non-profit funded by public donations and [membership](#), A Greener World offers a range of resources to help people make informed food choices, including an [Online Directory](#) of certified farms and products and [Food Labels Exposed](#)--a definitive guide to food label claims. For more information visit [agreenerworld.org](http://agreenerworld.org).

**We have an incredible story, and need your help to share it. We look forward to reviewing your application.**

**How to Apply:** Send cover letter, resume, salary requirements, references and at least one sample fundraising post (any platform, your choice) to: [info@AGreenerWorld.org](mailto:info@AGreenerWorld.org). Please list "Digital Fundraiser" in the email subject line.

*A Greener World is an equal opportunity employer. We strongly encourage and seek applications from women, people of color, including bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition. Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.*