

TURNING POINT OF LEHIGH VALLEY, INC.
JOB DESCRIPTION

Title: Donor Engagement and Marketing Specialist	Hours: 10
Pay Grade: 1	FLSA Classification: Non-Exempt
Supervisor: Director of Advancement	Position Type: Part-Time, Non-essential, Remote

POSITION SUMMARY:

The Donor Engagement and Marketing Specialist works closely with and reports to the Director of Advancement to develop and implement strategic donor communications and fundraising marketing initiatives for Turning Point of Lehigh Valley. Primary responsibilities include creating compelling donor-focused content, managing donor-facing social media and digital communications, designing fundraising materials, and supporting donor stewardship efforts. This position collaborates closely with the CRM and Data Management Specialist to leverage donor insights for targeted messaging and with the Corporate and Foundation Grant Specialist to ensure consistency in messaging across all fundraising channels. This position plays a key role in enhancing donor engagement, increasing donor retention, and supporting fundraising initiatives through effective donor-centric marketing strategies. This remote position requires occasional availability during evening and weekend hours, as necessary, to meet donor engagement needs and may require occasional in-person attendance for key fundraising events.

LEVEL 1

CRITERIA:

All employees beginning employment with the agency or moving from another team within the agency to the Donor Engagement and Marketing Specialist position will be a Level 1.

TASKS:

- Assist in reaching the goals for the agency's annual work plan and strategic plan.
- Demonstrates Knowledge of and adherence to all agency policies, procedures, and Code of Professional Responsibility.
- Attends and actively participates in all monthly staff meetings, monthly team meetings, and bi-weekly supervision meetings via video conferencing.
- Assist with other duties in furtherance of the mission of Turning Point, as may be needed and required, within the agency.
- Ability to obtain Virtuous Administrative Certification within 30 days of hire.
- Work closely with the CRM and Data Management Specialist to access and analyze donor data for targeted communications.
- Ensure all donor communications are properly recorded in the Virtuous CRM system.
- Develop data-informed content calendars and communication schedules based on donor behavior patterns.
- Coordinate with the Corporate and Foundation Grant Specialist to design marketing materials for all fundraising channels.
- Align donor-facing impact stories and organizational language with grant narratives and proposals.
- Support the grants program by creating donor-friendly versions of institutional funding materials when appropriate.

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- Collaborate on special projects that involve both individual donors and institutional funders.
- Develop and implement donor-specific social media and digital marketing strategies to support fundraising initiatives.
- Create engaging, donor-centered content and visually compelling graphics for fundraising campaigns and donor communications across digital platforms.
- Maintain and update the donation and impact sections of the organization's website.
- Monitor donor engagement on digital platforms and adjust strategies to optimize donor response and giving.
- Ensure all donor communications align with the organization's brand guidelines, tone, and messaging.
- Stay current on digital fundraising trends and best practices for donor engagement.
- Track and report on digital fundraising metrics and donor engagement outcomes.
- Design and produce donor recognition materials and giving opportunity presentations.
- Support the Major Gifts Committee with donor-focused marketing materials.
- Develop and implement comprehensive donor stewardship communications to enhance donor retention and giving levels.
- Create compelling, donor-centered content and execute segmented email campaigns for newsletters, impact reports, and donor communications focused on acquisition, retention, and upgrades.
- Create personalized donor acknowledgment materials and recognition opportunities.
- Support the development of the annual donor communications calendar.

LEVEL 2

CRITERIA: A Donor Engagement and Marketing Specialist Level 2 will be proficient in and consistently complete all Level 1 tasks for at least twelve (12) months and:

- Demonstrate initiative during at least the prior three (3) months to proficiently assume and complete Level 2 responsibilities; and
- Continue to demonstrate consistent proficiency in all Level 1 tasks; and
- Has not had any corrective notice provided within 3 months of their anniversary date.

TASKS:

- Serve as a resource to co-workers and volunteers in problem-solving related to donor communications and fundraising marketing.
- Provide reports and training to co-workers as part of agency staff meetings or other scheduled forums.
- Support the Development Committee meetings and Ad-Hoc committee meetings related to donor engagement.
- Research and implement innovative donor retention and upgrade strategies.
- Develop and manage more complex donor segmentation and personalized communication strategies.
- Analyze donor engagement data to inform strategic fundraising decisions.
- Create advanced digital content for major donors and giving societies.
- Coordinate the development and integration of donor engagement opportunities across fundraising initiatives.
- Develop and implement A/B testing for donor communications to optimize giving response.
- Analyze and recommend new ways to enhance donor loyalty and increase lifetime value.

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- Lead cross-team collaboration efforts to ensure messaging consistency and effectiveness.
- Develop more sophisticated collaborative processes with the CRM and Data Management Specialist and Corporate and Foundation Grant Specialist.

LEVEL 3

CRITERIA: A Donor Engagement and Marketing Specialist Level 3 will be proficient in and consistently complete all Level 1 & 2 tasks for at least two (2) years and:

- Demonstrate initiative during at least the prior six (6) months to proficiently assume and complete Level 3 responsibilities; and
- Continue to demonstrate consistent proficiency in all Level 1 & 2 tasks; and
- Has not had any corrective notice provided within 3 months of their anniversary date.

TASKS:

- Identify best practices in donor engagement and fundraising marketing and assist in updating agency materials and protocols to reflect these practices.
- Represent Turning Point's interests on local, regional, and statewide task forces and committees related to fundraising and donor engagement.
- Create a quarterly plan based on donor engagement performance and outcomes of strategic initiatives.
- Report on ways that our agency can manage, allocate, and leverage resources in order to invest in donor engagement activities with the highest return.

QUALIFICATIONS:

- At least two years of experience in communications, marketing, or donor engagement.
- Demonstrated experience with donor-focused digital marketing strategies and donor stewardship communications.
- Strong graphic design skills and proficiency with design software (e.g., Adobe Creative Suite, Canva).
- Experience with email marketing platforms and donor-focused content creation.
- Excellent writing, editing, and storytelling skills with a focus on donor-centric messaging.
- Working knowledge of CRM databases, with Virtuous CRM experience preferred.
- Experience with data-informed marketing and segmentation strategies.
- Fluency in English and another language is preferred.
- Proficiency in Microsoft Office Suite.
- Strong attention to detail and ability to meet deadlines.
- Knowledge of donor engagement best practices and fundraising marketing strategies.
- Ability to work effectively in a remote environment with strong self-management skills.
- Experience with virtual collaboration tools and video conferencing platforms.
- Reliable internet connection and appropriate home office setup.

PHYSICAL TASKS:

- Ability to work in a home office environment.
- Ability to sit for extended periods while working on a computer.
- Have the emotional ability to participate in virtual presentations and meetings.
- Have the emotional ability to work with clients in trauma through virtual means.

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- Regularly speak clearly so listeners can understand as well as understand the speech of another person through virtual communication.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the above referenced tasks.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature:

Date:

Authorized Signature:

Date:

Turning Point of Lehigh Valley is an Equal Opportunity Employer

Submit application to: hr@turningpointlv.org