#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Digital Engagement Coordinator

**Job Number:** A-381 | VIP: 1556

**Band:** OPSEU-8

**NOC:** 1221

**Department:** External Relations & Development

**Supervisor Title:** Director, Portfolio Operations & Digital Philanthropy

**Last Reviewed:**  March 30, 2022

#### **Job Purpose:**

Reporting to the Director, Portfolio Operations & Digital Philanthropy, the *Digital Engagement Coordinator* is responsible for the project management and ongoing developer assignments for the External Relations & Development website(s), and mass electronic communications. *The Digital Engagement Coordinator* is also the portfolio’s subject matter expert and primary resource in support of communication and fundraising segmentation planning and delivery; requiring ongoing analytical reporting of digital fundraising success and the development of technical strategies to identify and extract prospect records in accordance with the Director-level fundraising objectives.

**Key Activities:**

**Website(s) and Net Community**

In consultation with the Director, Portfolio Operations & Digital Philanthropy

1. Acts as the portfolio’s subject matter expert and primary developer in support of the development and creation of the portfolio’s online presence.
2. Plans, develops, and maintains new and existing webpages and digital components using Blackbaud’s Net Community product and website programming (HTML, CSS, etc.).
3. Responsible for the ongoing knowledge, planning, and actions to ensure that the portfolio’s online presence is in compliance with *The Accessibility for Ontarians with Disabilities Act* (AODA)
4. Produces and maintains an editorial and content calendar to support the marketing and reputational goals of the organization.
5. Oversees the user helpdesk and staff providing support to the over 50,000 active alumni, donors staff, and faculty interacting with the portfolio’s website(s) and applications.
6. Provides project management and oversight of significant website development projects; including oversight of external contractors and internal project members.
7. Builds, schedules, monitors, and sends mass electronic communications on behalf of the portfolio and broader University as requested.
8. Oversees the student helpdesk support team, ensuring that requests for support are actioned in a timely manner and resolved.
9. Responsible for the coordination and activities related to adding new alumni accounts to provide online access.

**Digital Campaign**

1. Develops and executes segmentation data extracts to facilitate targeted communications.
2. Identifies appeal populations and globally applies coding to records in order to track outcomes.
3. Produces queries and communications lists for campaign mailings and other publications.
4. Develops analytics and strategy to report on segmentation outcomes and broader campaign metrics.
5. Designs mass e-communications using campaign content and is responsible for review procedures to ensure communications are accurate and without error prior to public release.

**Additional Reporting, Analytics, and User Training**

1. Sets up and monitors any necessary activity tracking software or applications (e.g. Google Analytics, Blackbaud tracking, Website crawler reports, SEO optimization, search functionality, etc.)
2. Creates and produces ongoing web and electronic communications reports; either as stand-alone reports or to provide information to existing reports (e.g. Benchmark, Fundraising, etc.)
3. Provides ongoing training and support to staff related to web and online activities; including in-person training and the production of training materials.

#### Education Required:

University Degree in a relevant field (Computer Science, Business/Marketing, Web Development, etc.)

#### Experience/Qualifications Required:

1. Three to four years, of successful development experience using Blackbaud’s Net Community software or equivalent, and producing code in support of web development (HTML, CSS, JavaScript, etc.).
2. Minimum one year, of experience producing complex queries using Blackbaud’s Raiser’s Edge software.
3. Demonstrated essential knowledge of creating complex tracking and analytical programs to report on online and electronic communications and activity, campaign outcomes, and targeted outreach strategies.
4. Demonstrated experience acting as a project manager for multifaceted technical projects; including successful oversight of externally contracted project members.
5. Demonstrated outstanding client-service skills.
6. Demonstrated skills to create and produce queries within a CRM system to produce communications lists and statistical information.
7. Advanced MS Excel skills; data visualization skills would be considered an asset
8. Excellent oral and interpersonal skills, required to function effectively with University donors, alumni, Development staff, faculty and volunteers.
9. Demonstrated ability to work independently, prioritize work, and independently manage multiple, diverse and competing priorities while meeting deadlines.
10. Ability to maintain confidentiality and work with sensitive information.
11. Ability to recall, recognize and communicate interrelated information pertaining to constituents, online activity, and electronic communications.
12. Flexibility to work on occasional weekends and evenings.

#### Supervision:

* Hiring and supervision of multiple student employees that work full-time 3 to 4 months a year and part-time for the remainder of the year.

**Job Evaluation Factors:**

**Communication**

Internal:

* Director, Portfolio Operations & Digital Philanthropy
* External Relations & Development staff at all levels: frequent situations require negotiations to produce acceptable work from others that has an impact on success of this role. Including project management of staff across the portfolio.
* Portfolio directors and Associate Vice President, Philanthropy & Alumni Engagement: to review and discuss electronic communications and website(s).
* Other University unit leaders (faculty, principals, department heads, deans: to coordinate academic department emails and webpages in support of academic departmental surveys, promotional webpages and content, news stories, and fundraising campaigns.

External:

* Contracted vendors: relating to website development, coordinating mailings, and systems suppliers.
* Alumni
* Major gift donors

**Motor/ Sensory Skills**

* Fine Motor Skills - Keyboarding
* Dexterity
* Visual – Keyboarding

**Effort**

Mental:

* Sustained concentration - Mental concentration and observation required to creatively develop webpages, site maps, ensure formatting compliance, develop code, and design analytical programs.

Physical:

* Eye strain - Strain on eyes to view computer monitor
* Sitting for extended periods - Physical effort to sit at a computer all day
* Repetition - Physical effort required to sit and keyboard for long periods
* Bending, lifting - Retrieving files

**Working Conditions**

Physical:

* Typical office setting

Psychological:

* Time pressures - Required to respond to internal/external requests in a timely manner and many last minute requests or needs to respond to urgent communications.
* Responsibility stress – related to reputational considerations sending emails to thousands of constituents.