

POSITION DESCRIPTION

Date Created/Updated: 7/22/26

Job Title: Database and Digital Fundraising Manager

Reports To: Director of Membership

FLSA Status: Exempt

Salary Range: see below

Typical Work Hours: 40

Department: Development

Position Family: Development

Position Type: FT (Reg)

EEO1 Category: Professional

Shift: Day

Job Summary

The Database and Digital Fundraising Manager leads the administration, optimization, and integration of CRM systems and digital fundraising tools. The Manager ensures the integrity, functionality, and strategic use of constituent data across all fundraising channels, while leading the execution and continuous improvement of digital fundraising initiatives.

Serving as a bridge between data and engagement, this role translates audience insights into targeted, multichannel fundraising strategies. In close collaboration with Development, Digital Strategies, Marketing, and Business Intelligence, the Manager drives growth in donor acquisition, retention, and revenue through advanced segmentation, automation, and data-informed decision-making.

Key Responsibilities

Database & Systems Management

- Oversee daily administration of Raiser's Edge NXT, Luminate Online, and related tools (e.g., ImportOmatic), ensuring optimal performance and integration.
- Develop, implement, and enforce data governance policies, procedures, and standards to ensure consistency, compliance, and efficiency.
- Manage system integrations between CRM, digital platforms, finance systems, and third-party tools.
- Serve as the primary liaison with vendors and internal stakeholders for system enhancements, troubleshooting, and upgrades.

Data Integrity & Gift Processing Oversight

- Ensure accuracy and completeness of constituent and gift records through audits, data hygiene protocols, and quality control processes.
- Collaborate with Finance and Development teams on reconciliation, reporting accuracy, and adherence to gift policies.
- Oversee coding structures (campaigns, funds, appeals, packages) to support multichannel fundraising tracking and reporting.

Digital Fundraising Strategy & Execution

- Partner with Digital Strategies and Marketing teams to plan and execute integrated digital fundraising campaigns across email, web, SMS, and social channels.
- Lead segmentation strategy and audience targeting to improve acquisition, retention, reactivation, and upgrade performance.

Campaign Production & Operations

- Manage digital campaign calendars and workflows to ensure timely, accurate deployment of fundraising communications.
- Oversee campaign setup, QA, testing (including A/B testing), and deployment across platforms.
- Coordinate cross-channel campaigns ensuring alignment between on-air, digital, and direct marketing efforts.

Reporting, Analytics & Optimization

- Design and deliver reports to support strategic decision-making and performance tracking.
- Monitor and analyze key performance indicators (KPIs) such as conversion rates, retention, ROI, and lifetime value.
- Provide actionable insights and recommendations to improve campaign effectiveness and donor engagement.
- Maintain documentation for campaign performance, and system processes.

Collaboration & Strategic Integration

- Collaborate across Development (Membership, Major Gifts, Grants), Digital, Marketing, and Business Intelligence teams to align data and fundraising strategies.
- Contribute to strategic planning by identifying opportunities for innovation in digital fundraising and data utilization.

Training, Support & Leadership

- Serve as subject matter expert for CRM and digital fundraising strategies.
- Train and support staff on database usage, reporting tools, segmentation, and digital campaign execution.
- Develop documentation and standard operating procedures for systems and workflows.
- Stay current on industry best practices in public media fundraising, CRM management, and digital marketing.

Qualifications

Required Skills/Abilities

- Demonstrated experience with Blackbaud Raiser's Edge NXT (preferred) and digital fundraising platforms (e.g., Luminate Online, Engaging Networks, or similar).
- Familiarity with fundraising compliance and nonprofit financial reconciliation processes.

Technical Skills

- Strong expertise in CRM systems, along with data management, segmentation, and reporting
- Experience with digital fundraising tools including email marketing platforms, automation workflows, and analytics tools.
- Advanced proficiency in Microsoft Excel (pivot tables, formulas, data analysis).
- Proficiency in **SQL** for querying, transforming, and validating large datasets
- Familiarity with A/B testing, conversion rate optimization, and multichannel campaign tracking.
- Understands compliance with email and digital marketing regulations (e.g., CAN-SPAM Act, GDPR), including consent management, data privacy, and opt-out standards.

Core Competencies

- Strategic thinking with strong analytical and problem-solving skills.
- High attention to detail and commitment to data accuracy and integrity.
- Ability to manage multiple projects and priorities in a fast-paced environment.
- Strong communication and collaboration skills across technical and non-technical teams.
- Strong project management skills using collaboration tools such as Basecamp, Slack, Jira, Asana, etc.
- Forward thinking mindset with the ability to identify opportunities for improvement and innovation.

Preferred Qualifications

- Knowledge of donor lifecycle strategies and membership models in public media.
- Experience with business intelligence tools or data visualization platforms (e.g., Power BI, Tableau).

Education

- Bachelor's degree in nonprofit management, marketing, communications, data analytics, or related field (or equivalent experience).

Experience

- 5–8 years of experience in nonprofit fundraising operations, CRM/database management, or digital fundraising—preferably in public media or similar environments.

Physical Activities

- Remaining in a stationary position, often standing or sitting for prolonged periods.
- Communicating with others to exchange information.
- Repeating motions that may include the wrists, hands and/or fingers.
- Assessing the accuracy, neatness and thoroughness of the work assigned.

Environmental Conditions

No adverse environmental conditions expected.

Physical Demands

Sedentary work that primarily involves sitting/standing.

Disclaimer

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

The employer reserves the right to change or modify the job description as business needs dictate.

Salary Range

Salary range is \$70,000 to \$80,000, dependent upon experience and accomplishments.

Please go to <https://www.whro.org/employment-opportunities/job-listings> to view current job openings at WHRO Public Media and to apply for the Database and Digital Fundraising Manager position.