



Digital Fundraising Manager

Title:	Digital Fundraising Manager (Development)
Reports to:	Director of Fundraising
Classification:	Regular Full-time
Travel:	Up to 25%
Last Revised:	2/14/2024

JOB DESCRIPTION

Summary/Objective:

The Digital Fundraising Development Manager will join the Fundraising team to help lead the expansion and growth of gaming/streaming fundraising relationships, fundraising opportunities through social media channels, and growth of NBCF's influencer ecosystems. This position will create and lead the execution of transformational growth models to fuel NBCF's mission through streaming.

Essential Functions:

- Serves as a cross-functional change agent across the organization; elevates NBCF's brand position as innovators and calculated risk takers through thought leadership in the areas of non-profit leadership, technology, and marketing.
- Connects the online environment to existing NBCF fundraising events.
- Grows public awareness of, engagement with, and support for NBCF's mission through innovative or emerging channels.
- Builds scalable, repeatable, non-transactional, digital-first pathways for stewardship and nurturing of donors, fundraisers, and volunteers.
- Develops business relationships with partners that promote NBCF's priorities and mission.
- Researches potential streaming partners.
- Manages revenue-generating partnerships and relationships.
- Regularly collaborates with NBCF executive team members and board/advisory council members on high profile relationships.
- Works closely with other NBCF teams to create and execute high-priority strategic initiatives.
- Serves as subject expert on current platforms (Tiltify, Discord, Streamlabs, Twitch) while identifying and exploring emerging engagement and revenue channels and technologies.
- Builds business cases for new initiatives, with a focus on supporting NBCF's organizational strategy.
- Creates organizational consensus around new initiatives so that their importance and impact are understood and embraced by management and staff.
- Oversees initiatives and projects and analyzing relevant data to improve outcomes.
- Manages relationships with appropriate vendors.

National Breast Cancer Foundation, Inc. is a non-profit organization based in Frisco, TX. We have a comprehensive benefit program and are looking for individuals passionate about our mission, "Helping Women Now". NBCF seeks to be a diverse and inclusive employer.

Supervisory Responsibilities

- Directly supervise 1-2 staff (full-time or part-time) as needed
- Carry out supervisory responsibilities in accordance with company policy and applicable laws
- Lead in interviewing, hiring, and training employees in partnership with HR
- Plan, assign, and direct work while managing performance
- Address complaints and resolves disputes as needed

Competencies Required:

Competency	Description
All Employees	
Communication	Skilled at communicating up, down, sideways, all around...expresses oneself clearly with written, oral, and interpersonal communication.
Problem Solving	Uses logic, with the end result in mind, to tackle a problem swiftly and come up with a plan to solve it.
Initiative	Identifies what needs to be done before being asked or before the situation requires it.
Results Oriented	Sets challenging goals, understands what resources need to be involved to achieve results, and meets or exceeds goals.
Team Player	Offers support for others' ideas and proposals; seeks opportunities to serve and jump in when needed; gives honest and constructive feedback.
Job Skill	Demonstrates depth of a knowledge and skill in a technical area related to their job.
Manager / Technical Expert	
Developing Others	Delegates responsibility and works with others; coaches them to develop their technical skills or competencies.
Fosters Teamwork	Works cooperatively with others on a team; as a team leader, the ability to demonstrate success in getting people to collaborate together.
Decisiveness	Makes difficult decisions swiftly and considers impact of the decisions to the business and the employee(s).
Empowers Others	Exudes confidence in employees' ability to be successful, gives employees' freedom to decide how they will accomplish their goals and resolve issues.
Customer Orientation	Demonstrates concern for satisfying one's external and/or internal customers; service-oriented and exhibits servant leadership.

Qualifications:

- Team player, willing to help and support other employees and departments, engage in staff events, and demonstrate company values.
- Creativity, marketing expertise, relationship building, a devotion to operational excellence, and strong business acumen.
- Self-motivated, capable of building consensus for organizational priorities, and able to manage and prioritize multiple projects.
- Minimum of 3-5 years of experience in the streaming/digital world whether as a streamer or in engagement with influencers, streamers, digital fundraising.
- Proficient in Microsoft Office Suite.
- Knowledge of digital platforms: Twitch, StreamLabs, Tiltify, YouTube, Social Media channels, etc.
- Non-profit experience, volunteering, or strong community involvement a plus but not required

National Breast Cancer Foundation, Inc. is a non-profit organization based in Frisco, TX. We have a comprehensive benefit program and are looking for individuals passionate about our mission, "Helping Women Now". NBCF seeks to be a diverse and inclusive employer.

Physical Demands and Work Environment:

- Occasional attendance in company office
- Safe office space, including internet access and a proper desk and chair required
- Domestic travel up to 15% to return to company home office
- Domestic travel up to 30%
- Occasional evening and weekend attendance at local, offsite events
- Frequently required to sit, stand, and/or walk
- Continually required to utilize hand and finger dexterity
- Occasionally required to climb, balance, bend, stoop, kneel or crawl
- Continually required to talk or hear
- Continually utilize visual acuity to operate equipment, read technical information, and/or use a keyboard
- Occasionally required to lift/push/carry items up to 50 pounds
- Occasionally exposed to outside weather conditions

To apply please send resume and cover letter to HR@nbcf.org

National Breast Cancer Foundation, Inc. is a non-profit organization based in Frisco, TX. We have a comprehensive benefit program and are looking for individuals passionate about our mission, "Helping Women Now". NBCF seeks to be a diverse and inclusive employer.