



Foundations Director of Digital

We Are Hiring:

Ascension Texas Foundations, which includes Dell Children's Foundation, Ascension Seton Foundation, Ascension Seton Hays Foundation, Ascension Seton Williamson Foundation, and Ascension Providence Foundation, is hiring a Director of Digital to lead the development and implementation of digital engagement and communication strategies in support of Ascension Texas' five Foundations' initiatives, including, but not limited to: fundraising, brand awareness, events, acquisition, and operations. The ideal candidate will have experience in healthcare fundraising and an understanding of the donor solicitation cycle, as well as strong analytical skills and the ability to manipulate, analyze and synthesize data and present findings that are clear and actionable. This is a full-time, remote position with minimal travel to Austin, TX.

Our *Mission, Vision, and Values* guide everything we do at Ascension. They are foundational to our work to transform healthcare and express our priorities when providing care and services, particularly to those most in need.

What You Will Do:

Website Management

Assists with the Foundations' online strategy and is responsible for ongoing maintenance of Foundations' websites on Wordpress, including:

- Creation of new content pages / landing pages
- Designs and implements campaign donation forms
- Webpage updates / edits / improvements
- Creation/editing of website images and graphics
- Testing and optimization / SEO
- Monitoring analytics / managing tracking and tags
- Troubleshooting technical website errors
- Domain management / platform and plugin updates

Email Marketing

Assists with the creation and deployment of the Foundations' email marketing campaigns in support of fundraising, event marketing, Foundation news and brand awareness, including:

- Drafting, building, and testing all email communication using Mailchimp
- Maintains email send lists using segmentation and tagging
- Maintains email automations and journeys, e.g. new donor welcome series
- Monitors and reviews email analytics to test and optimize campaigns

Fundraising Platform Management

Maintains all Foundations' online fundraising platforms and assists with development of new digital fundraising strategies, including:

- Maintenance of online fundraising platforms on Classy (DCF) and Luminate Online (APF, ASF, ASHF, ASWF)
- Creation of new fundraising landing pages for annual appeals, events, and peer-to-peer campaigns, in support of Foundations' fundraising priorities
- Testing and optimization of donation forms
- Tracking and reporting of donation analytics

Social Media

Responsible for the Foundations' social media strategy and content strategy in support of the Foundations' strategic priorities and campaigns.

- Consultation, strategy and general help with social media for all Foundations
- Oversees social media content calendar, creates and posts content in support of marketing campaigns and initiatives
- Partners with social media contractor (DCF) and with Ascension Texas social media manager to plan campaigns and amplify hospital initiatives
- Creation and management of all paid advertising on Facebook, Instagram and other digital ad platforms
- Uses analytics tools to monitor and refine content strategies

What You Will Need:

Education:

- Bachelor's degree

Work Experience:

- 5+ years of applicable cumulative job specific experience required
- Experience in Wordpress, Mailchimp, Raiser's Edge, Classy, Luminate Online, Google Analytics, Instagram, LinkedIn, Adobe

Additional Qualifications:

- 3+ years in nonprofit digital, communication and/or marketing experience preferred
- UI/UX experience preferred
- Demonstrated project management and problem solving skills, including organizational skills to meet goals and objectives through effective program and project planning
- Grateful patient program experience preferred
- Excellent written and verbal communication skills

Salary Range: \$80,000-95,000