

Make-A-Wish® Oregon

POSITION TITLE: Alumni & Communications Manager

Department: Community Outreach
Status: Salaried Full Time- Exempt, *includes benefits*
Reports To: Marketing & Communications Director
Supervises: interns

Date Revised: June 2022

POSITION SUMMARY:

Fulfill the wishes of children with critical illnesses by engaging with Wish Alumni to find meaningful long-term engagement opportunities: build, manage, and grow the Make-A-Wish Oregon Wish It Forward® program. Promote the Make-A-Wish brand through communication initiatives, written stories, and mission focused pictures, and videos. Use email and social media platforms to further the chapter's programmatic, brand, and fundraising goals. Aid in fundraising efforts through the engagement of various community partners.

POSITION RESPONSIBILITIES:

Wish It Forward Program

- Manage the Wish It Forward program and be the primary point person for wish alumni and their families.
- As a subset to the Wish It Forward program, build relationships with an annual group of select Wish Ambassador families to promote and fuel a cumulative Wish It Forward donor pipeline.
- Coordinate opportunities of engagement for wish families with Development team members with stakeholders, including but not limited to corporate partners, schools, and individual donors.

Social Media

- Develop and maintain chapter wide social media editorial calendar.
- Manage Facebook, Instagram, Twitter, and LinkedIn profiles daily by posting, engaging with fans/followers, and growing that support from the digital space to the real world.
- Produce social media and web graphics utilizing software including Canva and InDesign.
- Work with Marketing and Communications Director to develop strategic digital and social media campaigns for chapter's internal events, corporate partnerships, volunteer, and medical outreach.
- Implement social media advertising campaigns.
- Create and execute plans to leverage social media fundraising:
 - Raise awareness of fundraisers through this unique fundraising opportunity.
 - Cultivate relationships with influencers and Wish Alumni to drive more support and action.
- Pull reports of social media fundraisers and work with Development team on stewardship plans for these supporters.

Email

- Serve as email copywriter for chapter wide special events, campaigns, and promotions.
- Create required graphics and banners for email campaigns and email signatures.
- Monitor and keep chapter-wide email marketing calendar up to date, including Make-A-Wish America email plans.
- Work with Director to create mission-focused content and develop ongoing email capture strategies to increase audience.

Other

- Create periodic thank you notes for the Development Team.
- Create quarterly wish stories to be read by external audiences.
- Other communications and marketing duties as assigned.

POSITION QUALIFICATIONS:

- Bachelor's degree and/or equivalent experience.
- Non-profit fundraising, communications, or alumni management experience preferred (4+ years).
- Exceptional oral and written communication skills.
- Omni-channel digital marketing experience involving all stages of campaign execution including planning, testing, launching, oversight, monitoring, optimizing, and measuring.
- Strong digital writing skills with a focus on engaging audiences and moving them to action.
- Experience with social media backend analytics and Google Analytics.
- Proficient in Microsoft products including 365 and SharePoint.
- Salesforce experience is a plus.
- Collaborative work ethic with strong interpersonal and problem-solving skills.
- Demonstrated ability to facilitate complex tasks with daily deadlines.
- Experience with HTML, video and photo editing software, and graphic designing skills is a plus.