



**NPH USA**  
Raising Children. Transforming Lives.

## Employment Opportunity

February 2022

**Position:** Digital Marketing & Fundraising Manager  
**Location:** Local to Chicago, IL Preferred  
**Department:** Donor Engagement, Strategy & Marketing  
**Responsible to:** VP, Donor Engagement & Strategy

### **About Us**

*Nuestros Pequeños Hermanos* (NPH) means "Our Little Brothers and Sisters" in Spanish. NPH USA transforms the lives of vulnerable children in Bolivia, the Dominican Republic, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, and Peru. Together, we help children overcome poverty and become productive, caring leaders in their own communities. Founded in 1954 by Father William Wasson, NPH is supporting nearly 8,000 children, both inside and outside our homes, ensuring they have a safe and nurturing place to live, an education, clothing, healthcare, and a strong family support system. In addition, NPH's St. Damien Pediatric Hospital employs more than 500 Haitians and is the only hospital wholly dedicated to pediatric and prenatal care in Haiti, a country of 11.5 million people.

NPH USA is headquartered in Chicago, with fundraising offices in three different areas covering the South and Southwest; Midwest; and East Coast. International headquarters is based in Mexico and we have fundraising offices in Europe, Australasia, and Canada.

### **Mission**

NPH USA connects supporters' passions and interests to the transformational work of *Nuestros Pequeños Hermanos* impacting the lives of children, families and communities in Latin America and the Caribbean.

### **Vision**

We envision a world where vulnerable children, families, and communities have access to the resources and opportunities they need to thrive.

### **Organizational Imperatives**

- Honor Donor Relationships
- Fulfill Commitment to NPH International
- Live the Values of Fr. Wasson

### **Values**

- Show GRATITUDE in all we do
- Foster authentic RELATIONSHIP and true connection
- Act with INTEGRITY always
- Accept RESPONSIBILITY for our mission and our commitments
- Work in COLLABORATION to achieve more together
- Operate with TRANSPARENCY and honesty
- Embrace DIVERSITY, EQUITY and INCLUSION, building a better organization and a better world

## **Summary of Opportunity**

We are seeking a Digital Marketing Manager to help drive our organization's digital presence, web technology, and digital marketing initiatives in an effort to optimize each stage of the donor life cycle. This is an opportunity to help build and implement a strategy at the ground level, knowing that every successful donor acquisition, conversion, and opt-in for recurrent giving is helping to positively transform the lives of vulnerable children and families. We want to create a best-in-class digital experience and test and learn to develop scalable marketing strategies that improve ROI and achieve growth goals.

This is the perfect opportunity for someone interested in joining a culture that is truly caring and collaborative; international in scope; and focused on respect for all we serve and those who contribute to our success, including donors, staff, and partners.

NPH USA believes in having a strong commitment to mission and to its employees. Our benefits plan is designed to recognize the diverse needs of our staff with competitive medical, dental and vision packages, cell phone reimbursement, life insurance, and a 403b with a company match. We promote life-work balance with a generous paid time-off program.

## **Your Impact & Contributions**

- Support organization's marketing and business objectives through a digital strategy that aids donor acquisition and retention and continuously improves customer experience at each touchpoint
- Research and apply industry best practices to improve ROI
- Work with Marketing team to A/B test creative for social media, digital media, Google AdWords, and e-mail campaigns
- Help establish and integrate NPH USA's brand persona, messaging, and graphic identity into its digital presence and help segment donors
- Monitor, strategize and execute SEO/SEM strategy
- Collaboratively help build, update, and maintain a website that improves conversion rates and SEO; diversifies and facilitates payment options; and integrates seamlessly with Salesforce
- Help develop and execute new donor acquisition, recurring donor, lapsed donor, cross-sell, upsell, and retention campaigns
- Help identify efficient, effective distribution channels and increase digital impressions for compelling, engaging content, including Video and Augmented Reality, to show NPH's impact on a larger scale
- Monitor and evaluate analytics to continuously identify areas for improvement
- Create integrated dashboard for monitoring and evaluating public responsiveness, competitive practices, opportunities, and threats
- Work closely with Salesforce manager and fundraisers to implement procedures for online forms, email preferences, peer-to-peer fundraising, and response rates to improve customized communications, efficiencies, and accuracy
- Help set and measure key KPIs year over year

## **Ideal Qualifications**

- Minimum of four years of experience in digital marketing with demonstrated success in customer acquisition and improved lifetime value of customers/donors
- Very strong problem-solving skills and knowledge of how to apply technology to achieve business and marketing goals and improve efficiencies
- Experience in developing highly targeted digital campaigns based upon data and analytics and using various data sources, such as Google Analytics (G4), Hubspot, Facebook and Instagram Analytics, etc.
- Proven results in achieving marketing objectives via digital advertising, including display, paid social, retargeting, and optimization of Google AdWords

- Problem-solving ability to help improve digital communications and payment options and integrate platforms with Salesforce database
- Experience in optimizing website for user experience, conversion, search engines, audience segmentation, and learning
- Strategic and collaborative with hands-on approach and a love for developing tactics and campaigns that are data-driven with measurable outputs
- Ability to prioritize multiple projects and tasks and meet deadlines and goals
- Strong interpersonal, written, and verbal communications skills, and organizational and time management skills, plus, an unwavering commitment to integrity and accountability
- Experience with Salesforce, SQL, HTML, CSS, HubLand testing in Litmus a plus

**How to Apply**

Send resume and cover letter to [recruiting@nphusa.org](mailto:recruiting@nphusa.org). Please no phone calls or outside agencies. NPH USA is an Equal Opportunity Employer. We value diversity in the workplace and encourage applicants from all backgrounds