



O'BRIEN • GARRETT

Position Announcement  
Digital Account Manager  
2024

Are you passionate about working with socially progressive nonprofits? Then join our team!

O'Brien Garrett is an award-winning direct-response fundraising agency looking for a Digital Account Manager who will work with the account teams to drive our clients' digital strategy forward. You would be responsible for innovative ideas, execution, and analysis across email, website, SMS, social, display and paid ads, and more.

We're looking for a creative individual who brings both visionary thinking and sharp attention to detail to everything they do. The ideal candidate will manage a portfolio of nonprofit clients as well as support and train account teams on digital execution while maintaining strong client relationships.

This role supports client strategy and oversees the execution of digital campaigns in coordination with clients' direct mail efforts. Your focus will be on growing the digital constituent base, converting supporters to donors, optimizing donor journeys, and tracking donor engagement.

If you love the challenges of managing the nuances of campaign execution and providing client services support while working in a fast-paced, dynamic team environment, this is the position for you.

O'Brien Garrett offers a collaborative team environment that encourages professional growth. You will work alongside a talented group of professionals committed to helping forward-thinking organizations realize their fullest potential. Headquartered in Washington, DC, we also have a New Orleans office in the CBD and support in-office, hybrid, and fully remote workplace options.

#### Essential Functions

As a Digital Account Manager, you will:

- Oversee the development of digital fundraising and engagement campaign assets, including messaging, videos, donation pages, and more. Ensure branding in new media is consistent with the client's offline efforts.
- Manage the approval process for digital strategies, creative, production, implementation, and invoices, compiling and providing feedback to internal and external team members.
- Facilitate communication within the agency and clients around the digital program through tasks such as:
  - Managing project resourcing, budgets, plans, and campaign schedules.
  - Keeping team members informed of project developments and issues via regular status meetings and published status reports.
  - Leading digital-only meetings and/or the digital part of integrated client meetings.
- Monitor digital engagement and revenue goals through the development, testing, execution, and analysis of digital campaigns across all channels. To include:
  - Analyzing results and reporting on KPIs to ensure ROI.
  - Managing the testing, creation, and optimization of donation pages, audience targeting, and user experiences across online channels to improve the digital donor experience.
- Support strategies to increase growth in online sustainer and mid-level programs, focused on engagement, retention, and recapture, with close support and integration across channels.
- Serve as the internal team's digital fundraising point person. Provide peer mentoring to internal colleagues and stay abreast of industry trends and benchmarks.

### Candidate Attributes

The successful candidate will have some combination of the following attributes:

- A minimum of three years of experience in digital fundraising, integrated campaigns, digital marketing, or project management.
- Familiarization with social media, email marketing platforms, marketing, and project management tools, such as Microsoft Office Suite (experience with Dynamics is a plus), Google Analytics, WordPress, FundraiseUp, and Asana.
- Experience writing and editing strategic plans, proposals, presentations, analytical reports, and memoranda.
- Strong organizational, time management, and communication skills.
- Excellent customer service skills with high emotional intelligence.
- Attention to detail in editorial and creative work.
- Ability to balance and prioritize workload.

- Ability to communicate clearly and effectively.
- Curiosity and desire to learn.
- Ability to work independently and in a fast-paced, team environment.

#### Competitive pay and benefits.

O'Brien Garrett offers competitive salaries and a comprehensive benefits package including health benefits that includes both dental and vision insurance, long-term disability, short-term disability and life insurance for all employees, flexible schedules, a minimum of 15 days paid time off, 12 paid holidays, paid parental leave, and 401(k) plan with a 2% employer match and as budget allows, discretionary yearend bonuses.

This role offers a competitive salary based on the cost of labor in the U.S. city where the candidate resides for example, the annual hiring range for the position for a candidate based in New Orleans, LA. will be between \$50,000 - \$55,000. Final salary within this adjusted range will also be determined by the candidate's years and type of experience and qualifications.

#### To Apply

Please submit a detailed cover letter, your resume, and the contact information for three references as one PDF to [jobs@obriengarrett.com](mailto:jobs@obriengarrett.com) using "Digital Account Manager" with your name as the subject of your email (e.g., Digital Account Manager – Jane Doe).

#### We have a commitment to a diverse workplace.

At O'Brien Garrett, we do not just accept differences, we celebrate them! Our client work focuses on policies that impact the most marginalized people in society — including people of color, people from disadvantaged communities, women, and LGBTQ people and we strive to attract, develop, and retain highly qualified individuals representing the diverse communities we represent. If your experience does not align perfectly with every qualification in the description, we encourage you to apply – you may be the right candidate for this or other roles.