



**Job Title: Social Media and Development Manager**

**Location:** Missoula, Montana

**Reports To:** Executive Director

**Type:** Full-Time (Exempt)

**Benefits:** Health insurance, retirement plan, paid time off, and professional development opportunities

Blue Mountain Clinic is a mission driven 501c3 family practice health care clinic. We provide comprehensive healthcare services in a compassionate environment to all persons who seek it. We are especially honored to provide the full range of reproductive health care, including abortion care services, gender affirming care, mental healthcare and STI treatment and prevention.

**Key Responsibilities:**

**Campaign Development**

- Design and implement online fundraising strategies, including annual giving campaigns, crowdfunding, peer to peer fundraising, and special appeals.
- Collaborate with Executive Director, and Clinic Manager to align on-line fundraising efforts with organizational goals.
- Create and optimize digital donor journeys to enhance engagement and retention.
- Establish KPI's (Key Performance Indicators) for online fundraising and track progress against revenue targets.

**Digital Campaign Execution**

- Draft and schedule compelling fundraising e-mails with clear calls to action.
- Segment e-mail lists for targeted appeals based on donor behavior and preferences.
- Develop and execute social media strategies to drive donations and increase visibility.
- Use social platforms like Facebook, Instagram, and LinkedIn to promote fundraising campaigns.

**Website Fundraising**

- Optimize donation pages for user experience, accessibility, and conversion rates.
- Update the website with campaign-specific messaging, graphics, and progress trackers.
- Collaborate with graphic designers to develop impactful visuals, videos, and infographics.

**Peer to Peer Fundraising:**

- Launch and manage peer to peer campaigns by providing tolls and support for volunteer fundraisers.
- Foster a sense of community among on-line donors through interactive campaigns and updates.
- Recruit and train volunteers or ambassadors for digital fundraising campaigns.

## **Technology and Tools**

- Manage on-line fundraising platforms like Classy, GoFundMe, Network for Good, or others.
- Ensure on-line donation data is accurately captured and synchronized with donor databases  
Conduct tests to determine the effectiveness of email subject lines, visuals, and calls to action.
- Ensure donor data is protected, and fundraising practices comply with regulations (e.g., GDPR, CCPA)

## **Qualifications:**

- Bachelor's degree in communications, Marketing, Journalism, or a related field.
- 3+ years of experience in website management, digital marketing, or a similar role.
- Strong knowledge of content management systems (e.g., WordPress, HTML/CSS, and SEO best practices).
- Proficiency in social media platforms and tools (e.g., Link Tree, Hootsuite, Buffer) and experience with email marketing software (e.g., Constant Contact, Mailchimp).
- Excellent written and verbal communication skills, with a strong diligence.
- Experience in graphic design and familiarity with design software (e.g., Canva) is a plus.
- Ability to work independently and manage multiple projects simultaneously.
- Passion for the organization's mission and the ability to communicate that passion effectively to a broad audience.

## **How to Apply:**

Interested candidates should submit a resume, cover letter, and a portfolio of relevant work to [applynow@aehr.org](mailto:applynow@aehr.org) by 12/17/2024. Please include "On-line Fundraising Manager" in the subject line.