Title: Fundraising and Marketing Database Manager

Reports to: Director, Marketing and Communications
Employment Type: Full-time, Salaried (exempt from overtime)
Salary Range: $65,000-$75,000
Anticipated Start Date: February-March 2022

The objective of this position is to maximize fundraising revenue, communication impact, and strategic outreach. Partnering with the VP of Development and the Director of Marketing the Database Manager oversees all functions of PMC's CRM (Salesforce) and marketing database and automation software (Hubspot) to support effective acquisition and cultivation of prospects and current donors.

Who You Are:
- You are innately curious and always communicating to ensure team success.
- You have passion for managing data, analyzing data to optimize customer experiences, and building a powerful sales and marketing pipeline.
- You enhance the impact of multiple internal teams — and our organization's bottom line — by collecting and digging into various data streams.
- You are proactive and self-directed, with demonstrated ability to form productive relationships across the PMC organization.
- You are highly organized, disciplined in organizing your work assignments, and able to multi-task in response to evolving work requirements.

Key Responsibilities (include but are not limited to)

CRM Database Management
- Develop regional dashboards to review marketing and sales performance and overall health of marketing and sales pipeline by buyer group
- Assess engagement and profitability across segments, lead sources, and cultivation strategies
- Apply traditional and creative approaches to data collection and analysis to identify opportunities (audience learning, lead generation, increasing engagement, raising more dollars)
- Identify opportunities for improved data quality and reduced data entry, including leveraging iWave, online donation technology, finance department technology, etc.
- Routinely examine, clean, and optimize data records and processes to ensure accuracy – removing things like overly complicated data processes, duplicate records, or

inconsistent collection and application of data – to maintain overall database integrity and efficacy
- Research to identify and qualify leads, including use of iWave
- Oversee organization's daily use of Salesforce, including supporting staff responsible for gift entry and donor acknowledgement letters, pulling reports, batch entry, field creation and modification, user interface adjustments, and providing technical assistance and trainings for internal Salesforce users
- Offer a broad perspective, identifying key issues and providing guidance that maximizes the CRM's ability to support increased revenue generation

Marketing Database Management
- Develop and maintain marketing dashboards to enable evaluation, adjustment, and improvement of marketing strategies with a data-driven approach
- Oversee organization's daily use of Hubspot, including supporting staff responsible for building emails, forms, CTAs, social posts, campaigns, etc.
- Responsible for tracking, reporting, and analyzing the performance of various marketing activities, including acquisition of contacts, pipeline of contacts, acquisition of donors, nurturing for prospects and existing donors, website traffic and optimization opportunities, email marketing, paid ads, and social. Self-directed inquiry essential, in addition to collaborative inquiry
- Review and maintenance of what data is collected to maximize value, suggesting areas of improvement and innovation across numerous goals (audience identification to build out personification of audience segments, meaningful lead and lifecycle scoring, ROI of campaigns, building automated workflows). This includes the review, build, or collaboration in building: progressive forms, questionnaire/survey opportunities, flags for specific processes—automated or not, etc.
- Manage data flow from variety of lead generation sources, segmenting into appropriate nurture streams, and leveraging automation technology (and continual review that automation streams are working)
- Work with Digital Marketing Manager and other team members in the design and execution of tests that support key hypotheses and deliver actionable learnings that contribute to higher impact communications and increased donations (solicitations, brand/positioning pieces, email, web, social, paid ads)
- Conduct regular audits and cleaning of the database to ensure the integrity of the data
- Communicate results and insights, both verbally and written (including visual graphics when appropriate), in a clear and concise manner

Skills and Experience:

Required:
- Strong analytical skills, with the ability to extract and interpret data from various sources to identify trends, analyze program effectiveness and ROI, and offer creative marketing and sales solutions that inform business decisions
- Strong understanding of workflow processes and systems in a marketing/sales cycle

- Experience with Salesforce
- Experience with Hubspot or similar marketing database and automation software
- Strong knowledge of data standardization and normalization, database structure, and queries
- Successful track record designing and building funnel reporting for executive, sales, and marketing audiences
- Passionate about continually learning CRM and marketing technologies, tactics, and best practices in the face of change (example: changing privacy laws for collecting data)
- Digital analytics experience, including Google Analytics
- Attention to detail
- Excellent written and oral communication skills

Strongly Preferred:
- 3-5 years of professional experience working in CRM management, with a track record of systematizing and analyzing customer data to enhance productivity and impact of sales and marketing teams
- Solid knowledge of direct mail/email marketing with an emphasis on personalization and experimentation
- Knowledge of organic SEO and paid search
- Expert with data reporting, building meaningful dashboards, reports, visualizations
- Experience installing, deploying, and debugging cross-platform integrations with Salesforce via plugins or APIs is highly desirable (e.g., HubSpot, iWave)
- Knowledge of CMS, preferably Wordpress, a plus
- Knowledge of HTML, CSS, and JavaScript a plus
- Proficiency with relational database architectures (Oracle, PostgreSQL, SQL Server) and fluency in MySQL, PLSQL, PL/pgSQL or tSQL, a plus

Qualifications: Minimum Education
- Bachelor's degree in Computer Science, Engineering, Math, Management Information Systems, Data Science, Business, or similar job-related field of study

Location:
- PMC HQ is based in South Burlington, Vermont, but this position is suitable for telecommuting from a home office.
- Work hours will depend on the need to participate in PMC meetings and activities across different time zones.

Who We Are:
Founded in 1998, Population Media Center (PMC) is the global sustainability non-profit and production partner that creates popular entertainment for universal social and environmental good. PMC's award-winning TV and radio series, broadcast in the US and 50+ countries, have proven positively life-changing for more than 500 million people and counting. By empowering

audiences, and especially women and girls, through transformative storytelling that addresses fundamental threats to global sustainability where it matters most—in human hearts and minds—we inspire entire communities to choose a healthier, more equitable, and flourishing world for all.

Why Work for Us:
Our tight-knit team is empowered with autonomy and creativity in their day-to-day work and energized by our mission to solve the world's toughest environmental, social, economic, and social justice challenges.

PMC offers its employees a competitive salary and excellent benefits including paid time off, health and dental insurance, employee assistance program and a generous employer 401(K) contribution.

How to Apply:
Submit cover letter and resume to jobs@populationmedia.org. Review of applications and interviewing to begin immediately and continue until the position has been filled.