



EcoLogic Development Fund – Cambridge Location

Posting Date: February 8, 2010

Start Date: April 1, 2010

Job Title: Program Officer, Online Giving and Communications
Reports to: Director of Development

SUMMARY OF POSITION:

The **Program Officer, Online Giving and Communications** will work closely with the Director of Development and Communications Officer to increase and drive online revenue through the use of the organization's website, email marketing, search engine marketing, social media, and the development of our online presence. The Officer will liaise with the **Communications Officer** to make sure that messaging for fundraising is integrated and consistent across electronic media on an ongoing basis.

PRIMARY RESPONSIBILITIES:

- Support Director of Development in executing direct marketing programs focusing on online fundraising and ensuring coordination with offline direct mail efforts.
- Support Director of Development and Communications Officer in implementing an online strategy that increases traffic to the organization's website and lowers the bounce rate, increases our email housefile, increases online donations, and engages visitors in online activity.
- Develop new content, products and services for the donor e-mail and online programs.
- Website development and the creation of compelling and engaging online fundraising content on both a strategic and technical level.
- Analyze the effectiveness and success of online fundraising initiatives.
- Keep up to date on leading trends and best practices in the field.
- Manage vendors and coordinate with consultants.

SUPERVISORY RESPONSIBILITY:

None.

MINIMUM QUALIFICATIONS:

Education:

Bachelor's degree in related field required.

Experience:

Two years of experience in ecommerce and online/email marketing in a nonprofit setting, with a track record of increasing and driving online revenue/donations. Demonstrated experience in online strategy pertaining to website design, content, and maintenance. Experience with SEO/SEM preferred.

Language:

Fluency in English. Proficiency in Spanish (oral and written) strongly preferred.

Travel:

Available to travel internationally at least once per year.

CORE COMPETENCIES:

- Hands-on technical experience related to website development, design, and maintenance including knowledge of database administration and experience with HTML, XHTML, and CSS. Proficiency with JavaScript, PHP, and Macromedia Flash preferred.
- Experience with Web 2.0 technologies, including blogs, wikis, podcasts, webinars, and video streaming.
- Familiarity with Web Development Tools such as Convio, Macromedia Dreamweaver, or similar tools.
- Proficient with Adobe products, including Photoshop and Illustrator.
- Strong writing and editing skills with good eye for graphic design.

PERSONAL ATTRIBUTES:

- A self-starter who is highly motivated, able to operate autonomously, and able to energize others.
- Demonstrated strong written communications skills (great attention to detail and accuracy).
- A true team player who can get things accomplished in a collaborative environment.
- Able to effectively manage his/her time and tackle several assignments simultaneously.
- Familiarity with Latin America, international development, conservation, and related themes preferred.

Compensation: TBD based on experience. 3 weeks paid vacation and health/dental insurance.

Hours: 40 hours per week

Location: Cambridge, MA

To Apply:

Email cover letter and resume, referring to the job title in the subject line, to:

Barbara Vallarino
EcoLogic Development Fund
25 Mt. Auburn Street, Suite 203
Cambridge, MA 02138
positions@ecologic.org

EcoLogic is an equal opportunity employer and seeks qualified applicants without regard to race, color, gender, religion, national origin, age, disability, marital status, or sexual orientation.

ABOUT ECOLOGIC:

EcoLogic was established in 1993 to conserve the planet's diminishing diversity of life in a way that addresses the needs of local people. EcoLogic works with poor, rural communities in Mexico and Central America to conserve and restore threatened forests and streams in ways that improve people's lives. We put local people in charge of projects, providing them with the tools they need to become environmental stewards and improve their living conditions. EcoLogic currently operates in Belize, Guatemala, Honduras, Mexico, and Panama.

Learn more at www.ecologic.org.