



## We're Hiring!

Position: **Digital Engagement Manager**

Location: Remote

Salary: \$75-85,000/yr

**Compassion & Choices** is seeking a **Digital Engagement Manager** to help advance our medical outreach and education efforts across the country.

The Digital Engagement Manager is primarily responsible for managing C&C's acquisition efforts and supporter digital interactions. This includes, but is not limited to, Google Ad Grants, online events, digital ads, digital communities and email acquisition programs. They will be the project lead for the online acquisition program, moving new acquisitions up the ladder of engagement to reach conversion and ROI goals. They will work primarily with the Development, Community Engagement, and Digital staff to ensure that audiences are identified for additional engagement or fundraising opportunities.

This is a full-time, remotely-located, paid position reporting to the National Director of Digital Strategy. Compensation offered will be commensurate with experience.

We offer excellent benefits including employer-shared medical and dental insurance premiums, employer-paid short- and long-term disability, life and accidental death & dismemberment insurance, flexible spending account for medical and child care, commuter pre-tax benefit, eligibility to participate in 401K with generous 5% employer match and 100% vested at time of eligibility, 12 paid holidays, 17 PTO days first year, and floating holidays.

This position will primarily be responsible for:

- Manages digital acquisition programs, and reports audience trends on a quarterly basis.
- Works with the Development team to plan, write and produce digital fundraising campaigns
- Works with the Digital team and online ads vendor to create and manage list growth opportunities to increase the fundraising and advocacy potential of the C&C email list through coordinated online campaigns.
- Manages the ladder of engagement for new acquisitions to improve conversion rates.
- Measures ROI of acquisition program and reports on audience trends
- Manages the content of automated emails and analyzes trends
- Works with other teams to align online messages across all channels and plan and execute cross-medium message testing.
- Support the organization's Diversity, Equity & Inclusion work;
- Complete required related reports in a timely fashion (e.g., expense reports, time cards, performance reviews, and weekly reports);
- Support of all C&C efforts as requested; including, but not limited to, activities such as identifying prospects, briefing teams on opportunities, and curating digital campaigns.

## Preferred Qualifications (You will be a good fit):

### Education and Experience:

- A bachelor's degree in political science, computer science, English, communications, or related field is required — or an equivalency of related experience and/or education may be considered.
- A minimum of 4 years working in digital strategy is required.
- A strong working knowledge of multivariate testing best practices as well as the ability to interpret test results.
- Proven record of engagement success and an understanding of user journeys and cycles
- Experience with digital acquisition is preferred

**Skills:** Computer Skills: Knowledge of G-suite software, HTML, Convio or another digital tool suite, Wordpress CMS

**Values:** Must be energized by the idea of working at an organization with the following values:

- Compassionate in our conviction that dying patients should be free of unwanted treatment, suffering or outside interference.
- Respectful of the autonomy of individuals to decide what end-of-life options are best for them and their family.
- Courageous in our willingness to confront the toughest end-of-life health challenges, disrupt the broken status quo and protect an individual's right to self-determination.
- Credible in all our education, advocacy and partnerships — our efforts are grounded in objective research and demonstrable facts.
- Resilient in our capacity to respond to opportunities and threats in the movement so that we can achieve our vision as quickly as possible.

### How to Apply:

Email current resume and cover letter as one PDF document to [Jobs@CompassionAndChoices.org](mailto:Jobs@CompassionAndChoices.org). In the subject line of your email, indicate "Last\_First Name, DEM 04-22". In your cover letter, please (1) indicate how your personal philosophy aligns with our mission, (2) provide a brief summary of your directly related experience, and (3) provide your salary expectation (with a specific amount/range vs 'negotiable').

Questions about the position may be directed to [Jobs@compassionandchoices.org](mailto:Jobs@compassionandchoices.org).

### About Compassion & Choices

Across the nation, Compassion & Choices works to create a society that affirms life and accepts the inevitability of death, embraces expanded options for compassionate dying, and empowers everyone to choose end-of-life care that reflects their values, priorities and beliefs. To make this vision a reality, we improve care, expand options and empower everyone to chart their end-of-life journey.

Compassion & Choices is committed to building a staff that reflects the diverse communities that make up our country. We are an Equal Opportunity Employer and recruit, hire, train, promote, and administer any and all personnel actions without regard to age, color, creed, disability, economic status, ethnic identity, gender identity, national origin race, religion, sex, sexual orientation, veterans status, or any other basis prohibited by applicable law.