



## **Job Description**

### **Individual Giving Audience Engagement Manager**

WildAid is a growing unique and dynamic global wildlife conservation non-profit based in San Francisco with a mission to inspire and empower the world to protect wildlife and vital habitats from critical threats. WildAid operates with a \$12 million annual budget and has received a Four-Star rating from Charity Navigator for over a decade. Since its founding in 1999, WildAid has become a premier conservation organization in driving behavior change through both world-class communications campaigns and maritime law enforcement capacity building.

We are seeking a versatile and detail-oriented individual to join our team. The ideal candidate will play a key role in strengthening relationships with individual donors by enhancing communications, producing/supporting impactful events, and using data to continuously improve the donor experience. This role is perfect for someone who is a strong communicator, project manager, and wants to grow their skills in fundraising and marketing. If you're a proactive problem-solver who enjoys collaborating across teams and turning insights into action, we'd love to hear from you.

### **Responsibilities**

1. **EVENT PLANNING AND PRODUCTION.**
  - Manage all aspects of event production, including invitations and list management, logistics and venue coordination, day-of execution, and post-event follow-up.
  - Develop associated written content and coordinate with communications staff to design and deploy event materials across web, email, social media, and traditional mail.
  - Events include online webinars (including WildAid Live and donor-focused livestreams) and small in-person donor events, primarily in the Greater Los Angeles, San Francisco Bay, and Tri-State Metro areas.
  
2. **DONOR-FACING COMMUNICATIONS AND ENGAGEMENT.**
  - Maintain and update core individual donor communications, including welcome series, donation acknowledgements, and related content.
  - Own the full lifecycle of donor communications performance tracking, including analytics and link tracking setup, evaluation of results, and data-informed refinements to improve donor engagement.
  - Design and deploy donor surveys to deepen understanding of supporter interests. Capture and maintain survey data in Salesforce and use insights to inform donor segmentation and tailored communications.
  - Produce WildAid's quarterly newsletter, including content development and compilation, coordination with staff contributors, asset collection, and deployment.
  - In close collaboration with fundraising staff, develop written content and coordinate with communications staff to design and deploy fundraising campaign materials across digital and print channels.
  
3. **SOMETIMES, JUST GETTING STUFF DONE**



- Pitch in across teams as needed to support fundraising, communications, or other organizational functions, reflecting WildAid's collaborative and mission-driven- culture.

### **Required Qualifications**

If you meet many (but not all) of the following criteria, feel you may be a good fit for the role, and are excited by WildAid's mission and this position's responsibilities, we encourage you to apply.

- Demonstrated experience producing events, including logistics coordination, communications planning, and on-site execution.
- Strong writing skills, including experience creating compelling public-facing content.
- Excellent, service-oriented communication skills; comfortable engaging with diverse audiences, including individual donors, board members, and colleagues, in person and via phone and email.
- Project management experience, with an ability to manage multiple tasks and deadlines effectively.
- Ability and desire to independently own the responsibilities of this position while functioning as a core contributor within a collaborative team.

The ideal candidate will have a commitment to a career in nonprofit fundraising and communications and a passion for learning new fundraising skills.

### **Preferred Qualifications**

- Proficiency in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint).
- Experience with CRM databases; Salesforce experience preferred.
- Experience using Mailchimp and Google Analytics (GA4) or other UTM-based analytics tools.
- Experience using AI tools to increase work productivity and quality.

### **Compensation**

This is a full-time, exempt position. Commensurate with skill, experience and internal equity, the salary range for California is \$85,000-\$90,000 annually and for other states is \$70,000-\$80,000 annually.

Competitive benefits package includes: Employer-sponsored medical, dental, and vision coverage and life/AD&D insurance; 401(k) eligibility with employer Safe Harbor contribution up to a 4% elected deferral; paid holidays; paid sick leave; and accrued paid time off.

### **Location**

This position may be performed remotely from a home office within the United States where WildAid has existing registration (CA, NY, NJ, FL, TX, IL, OR, VA, MD, VT or MA).

Work shall be performed primarily during regular business hours, with the occasional need to participate in meetings at various times outside normal business hours.

### **How To Apply**



To apply, please send your resume/CV, and a brief cover letter to [jobs@wildaid.org](mailto:jobs@wildaid.org).

The successful applicant must be authorized to work in the US and meet the requirements of WildAid's background screening process.

**Equal Opportunity Employer**

WildAid is committed to being inclusive and is proud to be an equal opportunity employer.

Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records.

WildAid is an E-Verify employer: [Right to Work](#) & [E-Verify Participation](#)