The Project Manager, Digital Marketing builds fundraising websites on our Blackbaud web platforms, produces emails, and works on special projects as assigned. This position reports to the Assistant Director, Digital Marketing and carries a portfolio of Business Units, consulting with them on website and email marketing strategies to help reach and exceed fundraising, participation, and philanthropic goals.

Responsibilities

PRIMARY DUTIES AND RESPONSIBILITIES:

- Manage and maintain a digital marketing portfolio of Business Units for the Division of Philanthropy. Responsibilities include:
  - Advising on web and email marketing strategies with the goal of improving key performance metrics.
  - Managing of front-end web development.
  - Updating and maintaining website content.
  - Building and maintaining websites via a content management system (CMS).
  - Building, testing and scheduling email campaigns.
  - Assisting with reporting and providing analysis on program metrics as needed.
  - Developing, implementing and maintaining website and email content optimizations based on best practices and current marketing strategies.
  - Manage mobile-friendly email template updates as new mobile devices, technologies, and techniques enter the market.
  - Advise on strategies and content layout optimizations for marketing landing pages.
  - Develop web graphics and slideshows for online and email-based marketing initiatives.
  - Develop online surveys as needed.
  - Uphold branding guidelines and web-content standards set for the Jimmy Fund.
  - Stay up-to-date with and implement digital marketing best practices. Help educate Division of Philanthropy on best practices.
  - Responsible for assisting the entire Division with reaching financial goals.

SUPERVISORY RESPONSIBILITIES:

- Reports to Assistant Director, Digital Marketing. There is no supervisory responsibility for this position. This individual will work with a variety of individuals throughout the Institute, but the position is primarily self-governing.

Qualifications

MINIMUM JOB QUALIFICATIONS:

- At least 4 years’ experience developing and implementing successful web and email strategies.
- Proficiency in HTML, CSS, Photoshop, Dreamweaver, Microsoft Office, web content management systems, and email marketing platforms.
- Ability to manage multiple projects simultaneously, meet all deadlines, and provide quality client service.
- Bachelor’s degree required.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Excellent coding skills are required.
- Strong understanding of CSS and Responsive Design techniques are required.
- Strong knowledge of email marketing strategies, testing, and reporting. Strong understanding of email personalization and segmentation strategies.
- Strong knowledge of website development and production, including experience with front-end web development and web content management systems.
- Strong analytical skills, including knowledge of web and email metrics and reporting tools.
- Excellent organizational skills and attention to detail.
- Strong written and verbal communication skills.
- Familiarity with social media platforms, especially web and email integration with social media functionality.
- Passionate about online marketing and keeps up-to-date with latest tools, trends, and strategies.
- Non-profit experience is a plus.
- Experience with or knowledge of online CRM software. Blackbaud or Convio is preferred.

**Application Instructions:**
- Resume and cover letter required with application submission.
- For more information, or to apply, please visit: [https://careers-dfci.icims.com/jobs/18188/project-manager%2c-digital-marketing/job](https://careers-dfci.icims.com/jobs/18188/project-manager%2c-digital-marketing/job)

**PATIENT CONTACT:**
No.

**WORKING CONDITIONS:**
Workstation in typical office setting. A quiet workspace will be provided. Works on deadline.

**About Dana Farber:**
Located in Boston and the surrounding communities, Dana-Farber Cancer Institute brings together world renowned clinicians, innovative researchers and dedicated professionals, allies in the common mission of conquering cancer, HIV/AIDS and related diseases. Combining extremely talented people with the best technologies in a genuinely positive environment, we provide compassionate and comprehensive care to patients of all ages; we conduct research that advances treatment; we educate tomorrow’s physician/researchers; we reach out to underserved members of our community; and we work with amazing partners, including other Harvard Medical School-affiliated hospitals.

Embody Dana-Farber’s Core Values: Impact; Excellence; Compassion & Respect; and Discovery every day. Add value to the Dana-Farber community by seeking opportunities to collaborate across the Institute. Foster an ethical, positive, results-oriented culture founded on open communication.

**DFCI DISCLAIMER:**
The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Requirements are subject to possible modification to reasonably accommodate qualified individuals with disabilities. This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

External and internal applicants, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

We’re hiring! Learn more about working in the Division of Philanthropy and view all open positions.

*Dana-Farber Cancer Institute is an equal opportunity employer and affirms the right of every qualified applicant to receive consideration for employment without regard to race, color, religion, sex, gender identity or expression, national origin, sexual orientation, genetic information, disability, age, ancestry, military service, protected veteran status, or other groups as protected by law.*