

Pan African Sanctuary Alliance

Development and Digital Fundraising Specialist

This position will support development efforts for PASA and help to implement our main digital fundraising, communications and campaign activities.

The position will support user navigation across all channels for our target audiences at all stages - from acquisition all the way to retention. The work will be across our social (paid and organic) channels, email and our website. This position will update, maintain and review data in our donor databases, Kindful and Classy, and provide segmentation analysis that will increase the efficacy of our appeals.

This full-time position is a cross functional role that will interact regularly with our Development and Communications departments and report to the Finance and Operations Officer.

Responsibilities:

- Manage PASA's Recurring Giving program, including recurring donor engagement, tracking of program engagement and email lists, and working with PASA staff to publicize program.
- Manage PASA's donor relations database-Kindful
- Manage cultivation of new and existing donors and related PASA engagement
- Support Development with writing, proofreading and grant reports
- Coordinate email marketing strategy, including writing supporter emails
- Oversee our digital supporter engagement campaigns
- Assist in developing a clear individual giving relations strategy for keeping supporters engaged and building community.
- Manage outreach email mailboxes and donor interactions
- Generate reports from PASA's databases to help with targeting communications to relevant audiences
- When appropriate, segment PASA's email list and send different versions of emails to different groups of supporters
- Develop quarterly postal mailings, and support the communications team with content, strategy, and best practices for email appeals.
- Create and send mass email appeals, including layout in Mailchimp, editing website landing pages and editing photographs, as needed.

Qualifications:

Preferred experience:

- Donor/Fundraising Database Management – Kindful /Bloomerang and Classy preferable

- Digital copywriting (across email, social, and website)
- Proofreading and editing
- Grant application and report writing
- Understanding of fundraising audiences
- Project management skills
- Experience with use of Mailchimp
- Team player
- Social media community management
- Website management - Wordpress
- Digital content creation abilities - Adobe, Canva.
- Knowledge of animal conservation and welfare

Essential Expertise and Qualifications:

- Minimum of 2 years of demonstrated work experience as Social Media Production Specialist, Development Associate or similar relevant working experience, ideally within the non-profit sector
- English language fluency
- Demonstrated excellent writing, editing, and communication skills, including the ability to collaborate and work well in a remote team environment.
- Exhibited creativity and passion for learning
- Self-motivated with an ability to juggle multiple priorities and work under deadlines
- Ability to work independently with minimal supervision, including proactively identifying problems and working with team members to develop solutions.
- Good work ethic, high standards, and strong organizational skills.

To apply: please send a cover letter that states why you are a good fit for this position, your resume/CV, and contact information of three references to info@pasa.org. The deadline to submit an application is May 25th, 2023.

About PASA: The Pan African Sanctuary Alliance (PASA), the largest association of wildlife centers in Africa, includes 23 organizations in 13 African countries. The Alliance is securing a future for Africa's great apes and monkeys by working to stop the illegal wildlife trade, rescuing, rehabilitating, and reintroducing orphans of the trade, protecting wild primate populations and their habitats, and educating and empowering communities. PASA strengthens its member organizations and is building a global movement to save Africa's primates. The combination of PASA's worldwide network and its members' local expertise uniquely positions the Alliance to make a significant, sustained impact. Learn more at www.PASA.org.

PASA strives to foster diversity and a culture of inclusion, and strongly encourages applications from candidates who can increase the diversity of our organization.