



AUDIENCE RELATIONSHIP & DEVELOPMENT ASSOCIATE

The Audience Relationship & Development Associate (Associate) will focus on increasing audience (client, donor, and volunteer) participation and retention with a focus on increased revenue opportunities. The Associate will assist in fundraising and retention campaigns, from conceptualization through reporting. This includes idea generation, proposal preparation, submission, funding, tracking, and reporting.

The Associate will also collect and analyze audience data to assist in the creation of plans to increase engagement. The Associate will work to develop new ways to attract and grow our audience, unify the audience data, provide robust data governance and management and, provide ways to activate the audience in order to increase revenue and provide long term value to the organization.

The Associate will focus on 4 areas:

1. **Acquisition:** Acquiring new data from every key audience interaction including website browsing, content engagement, event attendance, donation receipts, newsletter signups, and more.
2. **Management:** Active management and governance of the audience data including unification and standardization of the data across all programs.
3. **Analysis:** Analyze, compile, and provide audience data to other departments to assist with marketing, volunteer recruitment, and capital campaigns.
4. **Activation:** Effectively manage our audience to help the organization increase overall engagement leading to higher event attendance, growth of volunteer base, and increased donations.

RESPONSIBILITIES

- Support the Executive Team in creating a strategic, comprehensive, multi-year fundraising plan to support the mission and vision of UYWI
- Support the Executive Team in designing, implementing, and managing of the annual fundraising plan which includes giving opportunities that support annual giving, special projects, and other initiatives as decided
- Support the Executive Team in the development and implementation of methods for donor cultivation, solicitation, recognition and stewardship of donors to increase and deepen their commitment to UYWI
- Work with other UYWI departments to ensure consistent messaging and coordinated development efforts
- Work with the Executive Team and marketing team to effectively communicate development activities and results through written, verbal and electronic communication to both internal and external stakeholders
- Properly record all donations in donor management software in a timely manner and work closely with the finance department to ensure reconciliation between accounting and donor software
- Acquire, Manage, Analyze and Report data for UYWI Customers, Donors, and Volunteers
 - Review data for inconsistencies or anomalies that could skew analytical results and make corrections as necessary

- Maintain our database(s) and conduct routine maintenance as needed to ensure data integrity
- Streamline data collection and analysis procedures to ensure fast access to metrics
- Create and enforce policies for effective data management
- Devise and implement efficient and secure procedures for data handling and analysis with attention to all technical aspects
- Establish rules and procedures for data sharing with upper management, external stakeholders etc.
- Support others in the daily use of data systems and ensure adherence to legal and company standards
- Assist with reports and data extraction when needed
- Monitor and analyze information and data systems and evaluate their performance to discover ways of enhancing them (new technologies, upgrades etc.)
- Ensure digital databases and archives are protected from security breaches and data losses
- *Additional duties as requested*
 - *Due to the nature of the work UYWI performs, this job requires participation in UYWI events and programs as requested and may include performance of duties that are outside of this specific job description*

Qualifications:

- 3-5 years of experience working in Christian nonprofit, or philanthropic capacity.
- Ability to identify patterns and analyze and compile complex data to extrapolate conclusions
- Enjoy working independently, with some degree of flexibility and ambiguity
- Events and Communication/Marketing experience a plus
- Excellent computer skills for a PC or Mac using MS Office, in particular strong familiarity with Excel Spreadsheets & Formulas
- Excellent organizational skills
- Excellent written, oral, and interpersonal communication skills and exemplary writing and public speaking ability
- Self-starting with ability to self-manage tasks to completion
- Shares and commits to UYWI's values, mission, and vision
- Strong problem-solving skills
- Successful experience prioritizing and managing multiple tasks

Critical Competencies

- Ability to interface and engage diverse groups of people.
- Able to translate broad goals into achievable steps
- Anticipates and solves problems and takes advantage of opportunities
- Deals effectively with demanding situations and designs and implements interventions
- Demonstrates commitment to results by being focused and goal driven
- Displays integrity and models positive behavior
- Emotionally mature with a sense of humor to maintain balance
- Manages continuity, change, and transition
- Values and enjoys collaboration and working as part of a team