



Digital Fundraising Coordinator

Reports to: Data & Digital Strategy Director
Works with: CRP staff
Location: Sacramento
Job Status: Full time; Exempt

About the California Republican Party

The California Republican Party (CRP) is the official organization of the ballot qualified Republican Party and exercises general direction over the statewide election campaigns for Republican nominees for state elective office. The CRP's members are the registered Republican voters in California.

Overview of Responsibilities

The Digital Fundraising Coordinator will report to the Data & Digital Strategy Director and support initiatives to successfully execute a comprehensive small donor fundraising program. The Digital Fundraising Coordinator will also support CRP's digital team, including in-house graphics, digital media and internet campaign efforts.

Essential Duties

- Assist the Data & Digital Strategy Director in implementing all aspects small donor fundraising program
- Create and execute innovative giving opportunities in a variety of media and formats
- Assist with implementation of complex segmentation and source code strategies to increase personalization and tracking
- Seek out opportunities to continue to build our database through our website presence
- Stay up-to-date with industry advancements and areas where the CRP can expand online
- Proactively maintain the flow of data going to and from the digital department
- Play an active role in the development and execution of an annual development plan to successfully meet budgeted goals
- Assist in the management of data tags in the website database
- Other duties as assigned

Preferred Capabilities

- Prior experience or core coursework in digital marketing, website maintenance, data input and digital media creation.
- Strong oral and written communication skills, including quantitative analysis, spreadsheets, and databases
- Highly collaborative and perceptive, and shows prudent analysis in problem solving
- Ability to work independently and take direction.
- Possesses the organizational skills to manage multiple projects, ability to work on tight and changing deadlines and manage workload amongst various priorities and work projects
- Strong interpersonal skills, ability to report to various supervisors
- Detail-oriented
- Ability to maintain confidentiality of work
- Work is conducted in an office environment; job requires ability to work with office equipment, files, lift boxes and materials of up to 25 pounds