



## **Director of Database Marketing**

### **ABOUT City of Asylum Pittsburgh**

City of Asylum Pittsburgh builds a just community by protecting and celebrating freedom of creative expression. We provide sanctuary to endangered literary writers and artists, so that they can continue to create and their voices are not silenced.

We offer a broad range of free literary, arts, and humanities programs in a community setting to build social equity through cultural exchange. And by transforming dilapidated properties into homes for our programs, we anchor neighborhood economic development.

City of Asylum was founded in 2004 and is the largest writer sanctuary in the world. Located in Pittsburgh, PA, we are the U.S. headquarters of the International Cities of Refuge Network (ICORN), and do important work locally, nationally, and globally. We present over 150 free arts and humanities programs annually in Pittsburgh. Our international peers now deem us “the model for what a City of Asylum can be...expanding the idea of what is possible.”

Our neighbors credit us with breaking down barriers of race, gender, and class in our community.

Website: [www.cityofasylum.org](http://www.cityofasylum.org)

### **JOB DESCRIPTION**

The Director of Database Marketing is a new position which will serve as the organization-wide subject matter expert for all database marketing activity to acquire, cultivate and retain audiences and donors. They will design and implement data-driven campaigns to build institutional loyalty, increase the diversity of audiences, grow donations from individuals, and increase sales in affiliate businesses (bookstore, restaurant).

A strong candidate is analytical, curious, a critical thinker, collaborative, and an excellent communicator. They use data to personalize communications and drive decisions. They can manage multiple priorities effectively and independently with minimal supervision.

The Director of Database Marketing will work primarily in-person at the City of Asylum office, reports to the Executive Director, and will work closely with the Director of Programs, Director of Development, Writer, and vendors to improve marketing effectiveness and implement changes to processes and workflow based on data and metrics.

## **RESPONSIBILITIES**

The Director of Database Marketing will work with internal teams to develop and implement marketing and development campaigns. They will provide data-driven recommendations to improve the effectiveness of fundraising campaigns and program audience building.

Responsibilities include querying CRM systems; managing data and lists; compiling reports and dashboards to identify results and trends; and examining donor cohorts and programs. The Director will extract data to report back to donors and granting organizations about the impact of their investments.

The Director will develop knowledge of CRM systems and data to enable the creation of insightful queries, reports, and analyses; innovate in marketing methods; test marketing approaches; and implement process improvements to manage data more efficiently.

Manage relationships with database, application, and marketing vendors and serve as day-to-day contact for questions regarding data and creative direction.

- Collaborate with staff (programs, development, and marketing) to create lifecycle campaigns. Design, build and maintain all marketing campaigns including database management, email, direct mail, social media, and public relations. Segment data and build target audience marketing lists. Analyze and maintain Website (WordPress), SEO/SEM, Google AdWords, paid ads.
- Manage Writer.
- Track, analyze and manage data. Identify trends and insights, brainstorm new and creative growth strategies. Evaluate and optimize effectiveness of marketing campaigns; define KPIs including open rates, click-through, conversion rates, and ROI analysis; create reports or dashboards to communicate results.
- Gather, enhance, manage and maintain data quality across various databases and sources (subscriptions, surveys, appended data, email, social media, program tickets, outreach through partners, etc.) to better personalize communications. Analyze data integrity issues (accuracy, duplication and completeness), develop processes/systems that solve these issues.
- Provide internal support to database users, including administration, training and troubleshooting. Sponsor projects and work with vendors to customize Salesforce/Patron Manager, streamline data capture and maintenance, or improve marketing templates.

## **QUALIFICATIONS**

- Bachelor's or Master's degree in marketing or a related field.
- 3+ years of database or direct marketing experience. Experience with Tessitura, Patron Manager, Salsa, Bloomerang, or similar software is highly preferred.
- Knowledge of best practices for direct response creative, segmentation and testing methodologies.

- Strong analytical skills and data-driven thinking. Demonstrated ability to compile and analyze data, including querying databases and creating spreadsheets and pivot tables to summarize information and draw conclusions.
- 2+ years of experience analyzing, maintaining and normalizing large datasets.
- Experience with CRM such as Salesforce.com building reports & dashboards.
- Experience with MailChimp, WordPress, Survey Monkey, Google AdWords campaigns, Canva and Social Media management tools is highly preferred.
- Creative individual with the ability to think conceptually.
- Excellent interpersonal and communication skills. Proven ability to work in a cross-functional environment.
- Process and quality orientation with exceptional attention to detail. Strong project management skills and the ability to manage multiple deadlines.
- Sense of pride in your performance and its impact on the organization's success.

## **COMPENSATION/BENEFITS**

This is a full time, exempt salaried position, working in-person at our office. This position has supervisory responsibilities.

- Annual salary range, based on qualifications: \$52,000-\$57,000
- Healthcare (up to \$250 monthly reimbursement for benefits or medical expenses)
- Paid Time Off (12 days of PTO the first year) plus 8 paid holidays
- Vanguard Simple IRA with 3% match
- Potential to work remotely one day/week

## **REQUIREMENTS**

- Full COVID-19 vaccination by the start of employment.
- Commitment to the values of Equity, Diversity, and Inclusion.

## **NON-DISCRIMINATION POLICY**

City of Asylum Pittsburgh is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. It is our policy to be fair and equitable in our relations with our employees and applicants. Recruitment, hiring, placements, transfers and promotions, selection for training opportunities, wage and salary administration, decisions regarding separation from employment, layoffs, returns from layoffs, family care leave, social and recreational programs, and the application of all benefits and policies are based on individual qualifications for the positions being filled, and are also to be administered regardless of race, color, religion, ancestry, national origin, age (40 or older), sex, sexual orientation, gender, gender identity, marital status, political affiliation, veterans' status, disabilities (physical and mental), medical condition (including cancer and HIV status), and any other characteristic protected by law.

City of Asylum is committed to results-oriented management aimed at achieving equal employment opportunity and shall apply good faith efforts to seek out, employ, train, and promote women and minority group members. If, because of a disability, you need accommodations in completing this application or to participate in an interview, please contact us at [info@cityofasylum.org](mailto:info@cityofasylum.org) or call 412-435-1110.

## **HOW TO APPLY**

Please send a cover letter, resume, and writing samples to [jobs@cityofasylum.org](mailto:jobs@cityofasylum.org) with “Director of Database Marketing” in the subject line.

### **City of Asylum**

40 W. North Avenue

Pittsburgh, PA 15212

Email: [jobs@cityofasylum.org](mailto:jobs@cityofasylum.org)

Website: [www.cityofasylum.org](http://www.cityofasylum.org)