



Digital Fundraising Manager

Location: Austin, TX

Reports to: Digital Director

Position Type: Full-Time

Start date: ASAP

Salary: \$6,000 per month

The Gina Hinojosa for Governor campaign is seeking a Digital Fundraising Manager to work alongside the Digital Director to create and implement strategies across our grassroots fundraising program.

To apply, please send a resume and cover letter to info@ginafortexas.com with the subject line "Application for Digital Fundraising Manager".

Key Responsibilities

- Managing an in-house texting program, which includes drafting texts, list segmentation and production, devising best strategies, testing, and creating a content calendar
- Collaborating with the Digital Director to brainstorm, develop, and implement fundraising ideas across email, text, and ads
- Planning and drafting rapid response fundraising content
- Tracking, analyzing, and reporting on digital fundraising performance
- Monitoring program costs and ROI
- Coordinating with a digital firm on performance, acquisition, and budgeting
- Support with digital organizing efforts as needed

Qualifications

- 2+ years of experience working on a digital fundraising program for a political campaign, non-profit, or other organization
- Experience using texting tools like Switchboard
- Strong written communication skills with a high attention to detail
- Ability to learn a principal's voice and develop content that reflects their voice and tone
- Experience with ActBlue, ActionKit, or similar CRM platforms preferred
- Comfortable working in a fast-paced, high-pressure campaign environment

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- Willingness to work evenings and weekends as required