



JOB TITLE	Senior Digital Producer		
REPORTS TO	Vice President of Development		
BASED AT (OFFICE LOCATION)	Remote (USA)		
REGULAR/TEMPORARY	Regular	FULL/PART-TIME	Full-Time Exempt

MISSION

Conserving Birds of Prey Worldwide

WORK WITH US

The Peregrine Fund protects the earth’s 561 species of raptors, partnering with local people on five continents to inspire action and preserve essential habitat. Support comes from donors, corporations, and government grants. We were founded in 1970 to rescue the Peregrine Falcon from extinction by pioneering ways to breed and release them across North America. With that historic success, our mission grew to encompass all raptor species worldwide. Today we:

- Restore critically endangered species
- Research little-known species
- Train and support students
- Engage all ages with environmental education
- Conserve habitat

Our employee benefits program plays a vital role in demonstrating our commitment to our employees. We are pleased to offer eligible employees a benefits program that is comprehensive and among the best among our peer institutions, including a 403(b) retirement program as well as health, dental, vision, life, and long-term disability insurance.

The Peregrine Fund is an Equal Opportunity Employer. We ensure all qualified applicants will receive consideration for employment without regard to age, race, color, religion, gender, sexual orientation, gender identity, national origin, disability, or veteran status.

The successful applicant will be required to complete a background screening before the final offer of employment is made.

POSITION SUMMARY

The Senior Digital Producer will be responsible for leading the planning and implementation of an active audience engagement program for The Peregrine Fund that supports fundraising goals by stewarding and growing our small-dollar fundraising program. They will work closely with the Membership Manager, Constituent Relationship Manager, Communications team, Conservation Program Directors, and Information Technology Team to support The Peregrine Fund's fundraising and communications programs.

ESSENTIAL FUNCTIONS

The Senior Digital Producer will be hands-on while overseeing the strategy and end-to-end production of digital campaigns, including audience and narrative, email and landing pages, and other components of online engagement and fundraising campaigns.

RESPONSIBILITIES AND SCOPE

- **Campaign Development** — Manage the strategic development of TPF's audience engagement and fundraising campaigns, including narrative, scope, purpose, messaging, performance metrics, work plans, and budget.
- **Copywriting** — Work with the Membership Manager to develop poignant and targeted copy to support campaign narratives, following best practices for successful response rates and conversions.
- **Email Production** — Build, test, and send HTML and text emails from mass mailer (EveryAction), including emails with conditional logic and dynamic content.
- **Data Management & Reporting** — Work with the data team to identify audiences and help cut lists for emails in CRM (EveryAction). Monitor the performance of digital products post-launch with the Constituent Relationship Manager using analytics tools to measure success and identify areas for improvement. Ensure final reports for all campaigns are complete.
- **Website** — Build content pages and forms in EveryAction and the Peregrine Fund website CMS (WordPress, Drupal), including the daisy chain of pages for complex actions.
- **Quality Assurance** — Complete QA checklists on emails, web pages, and forms, including the proper functionality of any action pages or pages with conditional content.
- **Creative Management** — Manage the creative contributions of the development and communications staff, and work across all departments to build consensus and get approval for all creative.
- **Innovation and Trends**: Stay current with the best practices in online fundraising and digital engagement. Make recommendations for continuous improvement and innovation of the program to VP of Development and Director of Brand & Communications.
- Other duties as assigned

MINIMUM QUALIFICATIONS

- 5+ years of experience in digital organizing, grassroots fundraising, campaigning, or creative digital marketing.
- Proven experience as a Digital Producer, Project Manager, or in a similar role within a digital/creative agency.
- Robust understanding of digital organizing principles, small-dollar fundraising strategies, and creative digital practices.
- Strong understanding of web technologies, CRM systems (EveryAction, HTML, CSS, JavaScript), and content management systems (e.g., WordPress, Drupal).
- Excellent written and verbal communication skills, with strong attention to detail; organizational and time-management skills; and the ability to manage multiple stakeholders.
- Ability to work in a demanding environment and adapt to changing priorities.
- Analytical skills and experience, comfort with analyzing data, building reports, and adjusting programs based on performance metrics

PREFERRED QUALIFICATIONS

- Familiarity with SEO best practices and digital marketing.
- Familiarity with UX/UI design principles and responsive design best practices.

WORKING CONDITIONS

This role works remotely. Availability for nights and weekends is necessary.

COMPENSATION

- Salary \$75,000- \$90,000 (Depends on experience)

HOW TO APPLY

- Send via email a single file attachment (PDF preferred) including a cover letter, resume, and contact

information for 3 references to: employment@peregrinefund.org. Portfolios and examples of work will be required. Please name the file "LastName_FirstName_Senior Digital Producer" and include the job title you are applying for in the subject line.