



Senior Manager, Direct Response Fundraising

May 2024

About Oceana

Oceana is the largest international advocacy organization dedicated solely to ocean conservation. Since its founding, Oceana has expanded its campaigns to nine coastal countries and the European Union and protected nearly 4 million square miles of ocean.

Oceana's Mission

Oceana is campaigning around the globe to protect and restore the world's oceans.

The oceans connect us all. They cover two-thirds of our blue planet and contain most of the life on Earth. They are as important to us as they are vast.

But the oceans face many threats — from overfishing, habitat destruction, oil and plastic pollution, and the killing of threatened species like turtles, whales, and sharks. That's where Oceana comes in. Oceana wins science-based policies in important coastal countries that rebuild abundant and biodiverse oceans.

With more than 300 victories, Oceana's campaigns are delivering results.

A restored, healthy, and abundant ocean can help fight climate change, sustain livelihoods, and feed more than 1 billion people a healthy seafood meal every day, forever. Together, we can save the oceans and help feed the world.

Learn more about Oceana's [campaigns](#), [victories](#), and [expeditions](#).



How Oceana Works

Oceana identifies practical solutions that will help our oceans and then makes them a reality. Oceana is ...

Campaign-Driven

Oceana creates strategic campaigns that make measurable progress to protect and restore our oceans. Oceana's campaigns are specific, targeted, and designed to be won in a three- to five-year timeframe. [Learn more about Oceana's campaigns.](#)

Fact-Based

Oceana relies on scientific research to help understand the ocean's problems and identify practical, effective solutions. Oceana conducts research on many issues that affect the oceans and marine life. This research helps inform Oceana's policy campaigns. [Read Oceana's scientific reports](#)

Expedition-Powered

Oceana gets on the water with scientists, divers, photographers, campaigners, and artisanal fisher allies to bring important marine places to life and help make a stronger case for their protection. These expeditions have powered Oceana's campaigns and resulted in victories across the globe. [Explore Oceana's expeditions.](#)

Multi-Disciplinary

Oceana's scientists work closely with their teams of economists, lawyers, communicators, and advocates to achieve tangible results for the oceans. [Meet Oceana's staff.](#)

Supported by Citizens and Allies

Oceana has over 8.2 million supporters, including 1.5 million Wavemakers, who help them contact decisionmakers, spread the word, and make real change happen. [Become a Wavemaker.](#)



The Role

Role: Senior Manager, Direct Response Fundraising

Location: Washington, D.C.

Salary: Competitive - Contact us for details

Job Summary

Supporters around the globe power Oceana's campaigns to protect and restore the world's oceans. Driving Oceana's direct-response fundraising directly enables Oceana to leverage its technical and policy expertise to ensure the survival of some of the world's most precious resources, habitats, and wildlife.

The Senior Manager of Direct Response Fundraising oversees the day-to-day operations of Oceana's direct response fundraising efforts, raising critical funds from new and existing donors, and utilizing a multi-channel approach to online and offline donors. Oceana relies on direct fundraising through its 1.5million "Wavemakers" (email subscribers) for the success of its mission-critical campaigns to achieve meaningful policy changes to protect the oceans. This new position oversees a Donor Stewardship Specialist and working closely with the broader digital marketing team, they work to expand the organization's outreach and retention of low-dollar and mid-level donors to enable Oceana to raise critical funds for the organization and its campaigns. This includes day-to-day management and coordination of all channels, including email, SMS, direct mail, advertising, telemarketing, and monthly giving.

The Senior Manager of Direct Response Fundraising manages digital and offline renewal, upgrade, reactivation, and stewardship fundraising campaigns aimed at securing and retaining one-time and monthly donors. This includes overseeing the management of the creative and copy approval processes and interdepartmental relations.

The Senior Manager of Direct Response Fundraising reports to Oceana's Director of Digital Marketing and has high visibility across Oceana's senior leadership team. They work closely across the organization, including with the development, accounting, IT, policy, and global marketing and communications teams and their leadership is instrumental in maximizing the impact of Oceana's mission, ensuring the sustainability of our oceans for future generations.



Responsibilities

Fundraising Strategy and Execution

- Develop and implement strategies and plans for the direct response program that maximize revenue and return on investment
- Prioritize increasing monthly donors and retaining one-time donors
- Drive the strategy and execution of offline stewardship touchpoints with support from the donor stewardship specialist, including but not limited to impact reports, thank you postcards, back-end premiums, and holiday/birthday/anniversary cards
- Create and implement email and SMS strategies to thank, upgrade, and reactivate existing and lapsed donors
- Create and implement a mid-level giving program to grow current donors, including stewardship activities such as mailings
- Oversee Oceana's monthly donor program, The Tide, including efforts to upgrade, renew, and reactivate monthly donors
- Seek new opportunities and responsibilities to continue securing vital funds and expanding Oceana's outreach to supporters in the US and worldwide

Operations

- Manage day-to-day operations of the direct response program, serve as the primary liaison to the agency of record, and ensure all time and budget considerations are met
- Manage the financial operations of the direct response program, including monitoring revenue and expenses throughout the year, providing monthly and yearly projections, and analyzing and reporting on key performance indicators
- Manage Donor Stewardship Specialist to ensure donors receive excellent care, including acknowledgments to offline donors, outreach to lapsed one-time and monthly donors, membership services requests, external fundraising sites (peer to peer and workplace giving), direct mail production, and implementation of mid-level giving program
- Oversee vendors to rollout advertising, telemarketing, and direct mail outreach to current and prospective donors

Project Management

- Lead planning for dedicated fundraising campaigns, including membership drives, Giving Tuesday, and end-of-year donations



- Work closely with the development team surrounding mid-level and major giving to ensure strategies to move more donors up the fundraising ladder are being implemented
- Work closely with other members of the digital marketing team as it relates to fundraising efforts across social media, list acquisition, the online store, etc.
- Work closely with Oceana's data systems team to maximize the segmentation and data selection strategies
- Review, and where needed update, automated acknowledgements to donors
- Other duties as needed

Candidate profile

Education and Experience

- Bachelor's degree or equivalent experience
- At least five years of professional experience in non-profit direct response fundraising
- Two years of management experience
- Successful fundraising track record
- Passion for Oceana's mission

Skills and Knowledge

Fundraising

- Entrepreneurial and driven, with a previous track record in growth and retention campaign management of both digital and "traditional" offline donors
- Experience with overseeing fundraising campaigns and monthly giving programs, with particular focus on email marketing within nonprofit organizations

Operations and Project Management

- Excellent project management skills and previous vendor management experience essential, including demonstrated experience with budgeting, forecasting, and performance analysis. Preferred experience with project management tools.
- Experience using CRM systems, digital fundraising tools, and reporting software such as Salesforce, Engaging Networks, and Google Analytics
- Strong analytical skills, attention to detail and organizational skills
- Superb writing, editing, and verbal communication adaptable to a variety of audiences
- Ability to meet strict deadlines, work under pressure, juggle multiple projects, and adapt to a fast-changing environment



- Ability to think independently and problem solve, both within the team environment and independently

Leadership

- Exceptional management skills with proven ability to lead and grow staff
- Proven leader with the ability to jump in and take charge
- Ability to work collaboratively with staff across the organization
- Goal driven with ability to create and measure quantifiable strategic outcomes
- Must be creative and strategic, with the ability to balance long-term goals and day-to-day demands
- Strong desire to achieve program and professional growth

Required Competencies

- **Action Oriented:** Makes things happen. Takes on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
- **Instills Trust:** Gains the confidence and trust of others by demonstrating honesty and authenticity, acting with integrity, being consistent and credible.
- **Ensures Accountability:** Follows through on commitments and makes sure others do the same. Has a reputation of taking ownership and responsibility for decisions, actions, and failures.
- **Strategic Mindset:** Can see the big picture and move into the future with clear intentions and purposeful actions. Acts today in a way that leads to achieving future objectives.
- **Plans & Aligns:** Skilled at creating plans that are aligned with Oceana's priorities and that enable individuals and teams to get organized, remain focused, and proceed with confidence.
- **Drives Engagement:** Creates a climate where people are motivated to do their best to help the organization achieve its objectives. Can make each person feel his/her contributions are important.
- **Effective Communication Manner:** Actively listens, checks for understanding and adjusts content and style to meet the needs of different stakeholders: Understands the value of effective communication. Can deliver messages in a clear, compelling, and concise way.
- **Business Insight:** Brings a deep knowledge of their functional discipline and is skilled at scanning the external landscape for trends and potential opportunities.
- **Manages Complexity:** Can gather data, analyze situations, and uncover root causes to problems. Can distinguish between what's relevant and what's not and to evaluate the pros and cons of potential solutions.
- **Drives Results:** Is skilled at communicating a vision, setting priorities, developing, and executing plans that achieve desired outcomes. Has an overall achievement mindset, a bias for action, and eagerness to take initiative.



How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the “Apply” button on the job listing page, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process.

The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Document Name-Date (mmyy) e.g., Pat-Jones-CV-012023-Oceana or Pat-Jones-CoverLetter-012023-Oceana.

Timeline

Closing Date: Rolling Basis, applications encouraged ASAP

First stage interviews: TBC

Final interviews: TBC

Selection process

All candidates will receive an update regarding their application. We advise candidates to add oceana-direct-response@oxfordhr.com to their safe senders list and regularly check their spam folder.

Equality Statement

Oceana values a diverse workforce and welcomes people different from each other in many ways, including characteristics such as race, gender, sexual orientation, religion, ethnicity, and national origin. Oceana considers all qualified candidates and seeks to recruit from a diverse candidate pool.



Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email oceana-direct-response@oxfordhr.com in the first instance.

About Oxford HR

Exceptional leaders can inspire change and propel purpose-led organizations towards reaching their world-changing goals. Finding such leaders can be a challenge; and yet their transition into leadership is vital to an organization's mission and success.

Oxford HR is a global leadership consultancy dedicated to searching for and supporting remarkable leaders and teams in purpose-led organizations.

We understand the nuances of purpose-led leadership because we've worked in organizations across the breadth of the sector ourselves. We've also worked with such organizations since 1995; so we appreciate just what benefits impactful people can bring.