



Greater Milwaukee
& Waukesha County

SUMMARY

United Way of Greater Milwaukee & Waukesha County (UWGMWC) has a unique position for an **eBusiness Administrator – Web**. In conjunction with the eBusiness Manager, administer the development and support of current and future business applications. Responsible for configuration, operation, support and customer relationships of United Way’s online business applications. As part of a team, manages website production and eCommunications efforts. Provides additional data analysis, training, evaluation and troubleshooting to staff and clients.

KEY JOB FUNCTIONS

- Configures custom online websites utilizing a content management system designed for fundraising.
- Works with workplace campaign ambassadors and determines campaign configuration requirements. Strategizes with Resource Development (RD) staff to maximize fundraising potential.
- Provides guidance to workplace campaign ambassadors on strategies to ensure an effective online giving campaign with an emphasis on maximizing fundraising potential.
- Maintains security of sensitive workplace data, including full employee lists, to meet our contractual obligations regarding appropriate use of company data.
- Leads the efforts to grow and support the Tier 3 campaigns.
- Provides phone and e-mail support to workplace campaigns.
- Configures online campaigns with national processing requirements and UWGMWC requirements (e.g. United Way Membership Requirement M) in mind.
- Provides support for the analysis and reporting needs of both workplace campaign ambassadors and internal UWGMWC staff for campaigns.
- Provides direction in upload of online transactions to campaign database.
- Supports upload of transactions to corporate payroll systems.
- Provides support to RD department in the marketing and sale of online services to workplace campaigns.
- Facilitates cross-departmental meetings with RD, Finance and IT throughout the campaign season for purposes of knowledge sharing and issue resolution.
- Trains internal and external campaign management users.
- Keeps current with enhancements and updates to the online pledge system.
- When available, attends annual United eWay User Group conferences at the national level, and seeks opportunities to present and share best practices from our organization.
- Seeks innovative uses of the product suite to further the campaign efforts and communication of United Way of Greater Milwaukee & Waukesha County’s Community Impact agenda.
- Act as liaison between Finance and IT with regard to electronic campaigns and facilitate understanding of processes.
- Set up and maintain user security profiles in our online pledging system.
- Review online pledge website configuration to ensure the accuracy of the information being published.
- Create and update canned reports for use by internal and external customers with regards to electronic campaigns.
- Prepare employee data files for import into our electronic pledging system.
- Update our online pledging system with accurate account information to facilitate the transition of transactions into our processing system.
- Answer questions from other United Ways with regard to where raised dollars for national campaigns run on our online pledging system.
- Execute any follow-up data reports, corrections, research or communication necessary specific to reconciliation issues.
- Provide support for our online pledging system to internal and external customers.
- Regularly review process for system improvements and customer service enhancements.

- Manages the implementation of unitedwaygmwc.org and other UWGMWC websites and mobile websites.
- Participates on the team that meets to discuss and vote on website strategies and design.
- Works with the marketing department to develop content and design.
- Keeps an updated calendar and works with constituents to gain details and approval.
- Develops plan and produces appropriate back-up of revisions and documents.
- Manages the development of e-communications including mass communications and online newsletters.
- Strategizes with staff to meet their e-newsletter requirements.
- Strategizes on list collection.
- Manages Andar coding system to ensure appropriate communications and lists within spam law and internal position on its demands.
- Supports staff in their eCommunications needs.
- Stays current on spam laws and best practices.
- Respects recipient preferences and privacy.
- Stay current on all of the systems within the eBusiness Department to be able to serve as a resource when the project lead is unavailable.
- Provide training to other eBusiness department staff on systems.
- Provide guidance and suggestions on eBusiness applications when appropriate.

SUPERVISORY RESPONSIBILITIES This job has no supervisory responsibilities.

Essential Skills:

- Ability to...
 - Learn a new online-based system;
 - Work within a website content management system;
 - Ability to work with customers and make decisions based on the needs of the client and United Way;
 - Act as a liaison between departments and prioritize conflicting deadlines.

LANGUAGE SKILLS:

- Ability to read, analyze, and interpret common scientific and technical journals.
- Ability to respond to common inquiries or complaints from customers.
- Ability to effectively present information to staff, management, public groups, and/or other constituents.

KEY REQUIREMENTS

EDUCATION and/or EXPERIENCE:

- Bachelor’s degree from four-year college or university or equivalent advanced training to qualify for a bachelor’s degree.
- 1-3 years of experience in related application support and/or client relationship work is preferred.
- Experience with HTML is preferable.

TO APPLY:

For further job criteria and complete details, click on: <https://www.milwaukeejobs.com/j/2595989>. **If you meet or exceed job requirements, please apply directly at this web address today.** Please indicate salary requirements.

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