

Digital Communications Report - Kim Sontag

Role of the Digital Media Manager (Includes Social Media & Graphics):

Daily/Monthly Responsibilities & Duties

- Implement and launch email blasts
 - Action Alerts
 - Press Statements/Press Releases
 - Media Advisories
 - On The Record Statements
- Maintain efficient and effective deliverability to supporters and increase open rates via Salsa currently
- Day-to-day responsibility for updating National NOW website with all email blasts and campaign & Government legislative content
 - Action Alerts, Press Statements, Press Releases, Media Advisories & On the Record Statements
- Monthly Renewals
- Collaborate with Mal Warwick/DonorDigital fundraising campaigns
- Appeals & Campaigns Currently working:
 - Ms. Magazine
 - Spring Match
 - Winback Series
 - End the Demand, Empower Prostituted Women Campaign
- Currently interviewing for Digital Marketing Associate

Strategic Organizational Upgrades

- Website cosmetic overhaul (Fall 2019 – In progress)
- CRM Migration (Target completion: August 1, 2020- In progress)
 - CRM EveryAction migration underway
 - Full data tracking of all Salsa pages
 - Full record as to how supporter information is updated in Salsa from direct mail, cash and credit cards
- Transferred domain registration ownership of now.org, nowpac.org and nowpacs.org to current staff for easy access to renewals and support

2020 Annual Conference Collaborations

- *Fired Up! Ready to Vote* National Conference D.C.
- Collaborate with Feminist Majority and onsite team of Scott Circle
- Conference website updates
 - Hotel reservation
 - Attendee registration