

NEWPORTONE

Position: Account Director, Digital

Location: Remote/work from home

About Us

Newport ONE, a leading direct response fundraising agency, is seeking an Account Director, Digital. We are unlike any agency you've experienced. We don't believe in bureaucracy. We believe in empowering our employees to be entrepreneurial, continuously grow their talents, and maintain a healthy work-life balance.

We are 100% employee-owned and fully remote, bringing together the best talent—wherever you are. At Newport ONE, every employee is empowered to make decisions that benefit our clients and our team. Diversity and inclusion are essential to our success, and we encourage applicants of all backgrounds to apply.

About the Role

The Account Director, Digital is a client-facing leader and strategic thinker responsible for shaping and guiding digital fundraising and engagement programs across email, SMS, digital advertising, paid media, and owned channels. This role is ideal for someone who thrives in a fast-paced agency environment, enjoys mentoring rising talent, and is passionate about driving meaningful results for nonprofits making real change in the world.

You'll lead a team of account coordinators and digital specialists, overseeing the successful execution of multi-channel campaigns—while focusing your time on client strategy, performance optimization, and team leadership.

What You'll Do

Client Leadership

- Serve as the primary strategic lead for a portfolio of nonprofit clients, managing relationships with clarity, confidence, and empathy.
- Guide clients through the development of annual digital strategies and campaign plans.
- Lead regular client calls and presentations, delivering performance insights and proactive strategic recommendations.

Team Management & Mentorship

- Mentor and manage a team of account coordinators and junior strategists, providing training, direction, feedback, and support.
- Ensure the team meets deadlines, follows best practices, and delivers consistently high-quality work.
- Foster a collaborative, growth-minded team culture rooted in creative problem-solving.

Channel Strategy & Innovation

- Develop and oversee integrated digital strategies across:
 - Email marketing (fundraising, advocacy, engagement)
 - SMS and mobile outreach
 - Digital advertising (Facebook/Meta, Google, display, programmatic, etc.)
 - Website content and conversion strategies
 - Lead generation and donor acquisition
- Stay on top of emerging digital channels, testing opportunities, and nonprofit fundraising trends, bringing innovative thinking to clients and internal teams.
- Work closely with creative, data, and technical teams to ensure campaigns are aligned and effective.

Project Oversight

- Set timelines and oversee project execution by junior team members.
- Review and approve campaign briefs, content, segmentation plans, and performance reports.
- Step in as needed to resolve challenges and ensure delivery of high-quality work.

Who You Are

- A digital strategist with 5–10 years of experience in digital marketing or fundraising, ideally with agency or nonprofit experience.
- Willing to jump in wherever needed, especially during busy seasons. No task is too small or beneath you. Whether it's QA-ing an email, reviewing a segmentation file, or building a last-minute campaign brief, you bring a team-player mindset and a "let's get it done" attitude. We're all in this together, and we need someone who's just as ready to lead as they are to lend a hand.
- A confident communicator and relationship-builder, comfortable leading client conversations and presenting ideas.
- A team leader with experience managing and mentoring staff across levels.
- A problem solver who enjoys tackling challenges, offering solutions, and rolling up your sleeves when needed.
- A lifelong learner who's excited to master new tools, test new channels, and stay on the leading edge of digital innovation.

Required Skills & Experience

- 5–10 years of digital marketing or digital fundraising experience.
- Strong strategic background across email, SMS, digital advertising, and owned media.

- Experience managing client relationships, presenting to senior leadership, and influencing decisions.
- Proficiency in digital performance analysis, with the ability to translate metrics into actionable insights.
- Understanding of email and SMS best practices, with working knowledge of leading eCRMs.
- Excellent written and verbal communication skills.
- Experience working in a fast-paced environment with multiple clients or campaigns.

Bonus Points (Preferred, Not Required)

- Prior agency experience or consulting background.
- Familiarity with tools like Salesforce Marketing Cloud, Luminate, Engaging Networks, ActionKit, or EveryAction.

Benefits & Perks

- Salary range: \$85,000–\$110,000 base salary, plus annual performance bonus.
- Remote-first: Work from anywhere in the U.S.
- Unlimited PTO.
- 100% employer-paid medical, dental, and vision for individual employees.
- 401(k) plan with 4% match.
- Health Reimbursement Account (HRA).
- Professional development budget and opportunities.
- A collaborative, mission-driven team working with some of the most inspiring nonprofit clients in the country.

To apply, please send your resume to:

Jill Gregory, Recruitment Coordinator

careers@newportone.com

About Newport ONE

Newport ONE is a full-service marketing and fundraising agency with 40 years of experience helping nonprofit organizations achieve their fundraising goals. We specialize in direct response fundraising, integrating direct mail, digital, and emerging channels to create impactful donor engagement strategies. Our team is dedicated to delivering data-driven, innovative solutions that drive growth and maximize fundraising outcomes for our clients.