

Latino Community Fund Georgia: CRM and Mailchimp Integration Specialist

The Latino Community Fund (LCF Georgia) is a 501(c)3 nonprofit supporting Latino-Led and Latino-serving organizations and leaders with advocacy, technical assistance, program development, and direct investments.

Position: CRM and Mailchimp Integration Contractor

Reports To: Deputy Executive Director

Job Description: The CRM and Mailchimp Integration Contractor is a focused role (offered as a project-based contract) dedicated to the technical synchronization and optimization of our internal data systems. This role is essential for integrating our existing Mailchimp platform with our CRM software, Little Green Light (LGL) and map and import all other permissible data the organization has for maximum donor identification, engagement and cultivation.

The Contractor will be responsible for ensuring that data imports appropriately and flows seamlessly between platforms to ensure our audiences are segmented properly, allowing for more targeted, data-driven communication efforts. This individual will audit existing data, build automated workflows, and ensure that our digital outreach accurately reflects our diverse constituent base.

Programmatic Work Responsibilities

Systems Integration & Data Management

- Review current data sources and spreadsheets for mapping and import processes
- Lead the technical data import and integration between Little Green Light (LGL) and Mailchimp to ensure real-time or frequent automated data syncing.
- Audit and clean existing constituent data in LGL to ensure high-quality information is being pushed to Mailchimp.
- Establish data mapping protocols to ensure tags, constituent categories, and custom fields in LGL translate accurately into Mailchimp Segments and Groups.
- Monitor sync logs and troubleshoot any integration errors or data mismatches promptly.

Audience Segmentation & Communication Strategy

- Collaborate with the Executive Leadership and Communications team to build sophisticated audience segments based on donor behavior, stakeholder interests, geographic location, and program engagement.
- Implement automated "journeys" or triggered emails in Mailchimp that respond to data updates within LGL (e.g., automated thank-you sequences or renewal reminders).
- Ensure all "Opt-out" and "Unsubscribe" data is synchronized across both platforms to maintain high standards of data privacy and compliance.

Administrative Support & Documentation

- Maintain accurate records of the integration architecture and any third-party connectors used.
- Develop a "Standard Operating Procedure" (SOP) manual for staff to ensure consistent data entry habits that support the integration.
- Create monthly report templates on audience growth, segment health, and the effectiveness of targeted communication streams.
- Assist with general data cleanup and maintenance.

Required Skills & Qualifications

- Bachelor's degree in Information Technology, Data Management, Marketing, or three years of similar work experience in CRM administration.
- Experience working with nonprofit donor databases and understanding the donor lifecycle and communication and engagement funnels.
- **Technical Proficiency:** Advanced experience specifically with **Little Green Light** and **Mailchimp**.
- **Detail Oriented:** Extreme attention to detail regarding data mapping and "clean" record-keeping.
- **Analytical Thinking:** Ability to translate organizational needs into technical filters and segmentation rules.
- **Self-Starter:** Ability to work with limited supervision and take initiative on technical problem-solving.
- Committed to LCF Georgia's mission, social justice, and immigrant communities.
- Excellent written and interpersonal communication skills.

Location, Duration & Compensation

The CRM and Email Integration Specialist is a remote contracted position. We are actively looking for bids and tentative timelines for planning, discovery and implementation for us to consider.

If you are interested in this position, please send your resume to jean-luc@lcfgeorgia.org with the subject **CRM and Mailchimp Integration Specialist**.

Once you have submitted your resume, our team will arrange an interview with you. The interview may be conducted either in person or virtually, depending on your availability and preferences.

If you are chosen for the position, you will be required to sign an Independent Contractor Agreement before beginning your work.

Latino Community Fund of Georgia is committed to the principles of Equal Employment Opportunity for all employees and to provide employees with a work environment free of discrimination and harassment. All employment decisions are based on organization needs, job requirements and individual qualifications without regard to race, color, religion or creed, sex

(including pregnancy and gender identity), national origin, sexual orientation, HIV status, marital status, past or present military service, family or parental status, or other applicable legally protected characteristics.