



JOB TITLE: Annual Fund Manager
STATUS: Exempt, Full-Time
DEPARTMENT: Resource Development
LOCATION: Seattle
PAY RANGE: DOE
MANAGES: N/A
REPORTS TO: Director of Individual Philanthropy **Last Reviewed:** April 2019

Our Mission: Big Brothers Big Sisters of Puget Sound (BBBSPS) provides children facing adversity with strong and enduring, professionally supported 1:1 relationships that change their lives for the better, forever.

Each employee in Big Brothers Big Sisters of Puget Sound helps to extend the mission of the agency in particular ways as outlined in the position description.

JOB SUMMARY:

Big Brothers Big Sisters of Puget Sound seeks an Annual Fund Manager who will serve as a key member of the Individual Philanthropy team with responsibilities of managing the day-to-day operations of all mass fundraising efforts. The Annual Fund Manager will be a master donor communicator, use their outstanding writing ability to meaningfully connect Big Brothers Big Sisters supporters with the work they make possible and inspire their continued and increased support. This position requires an enthusiasm for making a difference, excellent interpersonal and communications skills, outstanding writing capabilities, strong organizational skills, ability to analyze data, proficiency in managing multiple tasks, and a desire to grow professionally. This person plays an integral role in leading the organization to achieve our annual fundraising goals and will report to the Director of Individual Philanthropy.

AREAS OF FOCUS:

- Annual Fund Management
- Donor-Centered Writing
- Analytics

AREAS OF FOCUS:

- Develop and lead a comprehensive annual fund program, including multi-channel strategies to increase average gift amounts and grow retention. Focus will be on donors giving below the Leadership Level of \$1,000
- Create, write, and execute a series of segmented and targeted mail and email campaigns to renew annual contributions, encourage support for special projects and attract new donors
- Report generation and distribution including weekly, fiscal year, and ad hoc fundraising progress reports
- Work with the Development Coordinator to manage our list queries and export data, segmenting based on donor giving patterns, demographic, etc.

- Participate in the planning and execution of all fundraising efforts, playing a key role in all written donor communications across the organization

KEY RESPONSIBILITIES:

- Maintain and refine a unified annual giving strategy, focusing on acquisition, retention, and building the donor pipeline
- In collaboration with the Director of Individual Philanthropy, develop and execute a global system of donor engagement and stewardship activities for all individual donors
- Ensure excellent stewardship and engagement of broad-base and mid-level donors
- Design, manage and execute digital giving campaigns in conjunction with the Development Coordinator such as giving days, peer-to-peer fundraising, and end-of-year campaigns
- Write, manage, and execute donor direct mail solicitations and stewardship
- Collaborate with the program team to identify stories of impact that can be utilized for communications with prospects and donors
- Project manage quarterly donor-impact reports (newsletters), leading writing and production
- Manage and execute workplace giving efforts to engage employees at Microsoft and other companies
- Work with the Director of Individual Philanthropy to identify prospective major donors and direct into the prospect pipeline for qualification
- Collaborate with the Director of Corporate Relations and the Event Planner to determine and design messaging and live program elements for all BBBSPS fundraising events, including testimonials, scripting, run-of-show, etc.
- Partner with the Director of Individual Philanthropy, Event Planner, and Development and Events Coordinator to create and implement audience development strategies for all BBBSPS Development events
- Help represent the needs and interests of individual donors and members in decision-making processes inside BBBSPS
- Contribute and participate in the development of all donor and prospect-facing collateral, and website

REQUIRED QUALIFICATIONS:

- Passion for Big Brothers Big Sisters of Puget Sound's Mission
- Ability to oversee multi-channel fundraising campaigns and appeals: set and communicate deadlines for copy, mailing lists, design, proofing, and printing to ensure that campaigns and appeals meet distribution deadlines
- Incredible written communication skills; experience with donor-centric writing a plus
- A strong knowledge of annual giving programs, including direct mail and online campaign/mass marketing experience
- Develop and maintain a monthly development-communications production calendar that includes all stewardship communications, campaigns, invites, audiences, and other information as needed
- Create compelling content for direct mail, web, e-mail, and social media appeals
- Support the development of content for stewardship communications including seasonal impact communications, middle donor pieces, major gift donor appreciation and newsletters
- Ability to absorb new information and rephrase concisely

- Ability to engage and work with multiple stakeholders at all organizational levels, both internal and external to the organization
- Bachelor's degree and 3-5 year experience in fundraising, mass-marketing or sales; or equivalent experience
- Detail-oriented, with strong organizational, analytical, and planning skills
- Experience managing complex datasets
- Initiative and independence in carrying out responsibilities but able to work as a team member
- Ability to accept and integrate feedback graciously
- Excellent organizational skills with an ability to prioritize and manage multiple tasks and a variety of demands
- Proficient with donor CRM, with experience in Salesforce or Raiser's Edge a plus. Ideal candidate will have working knowledge of running queries and exporting data, segmenting based on donor giving patterns, etc.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and required skills. Job Description may be subject to change to meet the needs of the organization.

CORE COMPETENCIES: The successful candidate will demonstrate possession of these competencies and attributes at an advanced level:

- Accountability
- Customer-focus mindset
- Growth mindset
- Adaptability
- Cultural Sensitivity
- Collaboration and Motivation

LEADERSHIP ATTRIBUTES:

- Fosters team effectiveness
- Plans and monitors
- Results driven and possesses a growth mindset

WORK ENVIRONMENT:

The environmental conditions described are representative of those that must be met by an employee to successfully perform the functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

- Routine office environment
- Frequent independent travel
- Physical demands: While performing duties of job, employee is frequently required to stand; walk; sit; reach with hands and arms; talk and hear. Employee must occasionally lift and/or move up to 25 lbs. Specific vision abilities required by the job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus

Equal Employment Opportunity

BBBSPS is committed to the principle of equal employment opportunity for all qualified individuals. All employment decisions are based on business needs, job requirements and individual qualifications,

without regard to race, color, religion, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations in the locations where we operate.

Americans with Disabilities Act

Applicants as well as employees who are or become disabled must be able to perform the essential duties & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.