

Individual Giving and Communications Manager Job Description

POSITION OPEN

Job Title: Individual Giving and Communications Manager
Supervised by: Executive Director
Supervises: Social Media and Communications Intern
Classification: Exempt, Fulltime, Salary
Date: May 2018

THE ORGANIZATION:

Between Friends envisions a community without domestic violence where equality, safety, and justice exist for all. Between Friends provides a safe, violence-free, supportive, self-help environment for individuals and families in crisis. Between Friends' counselors empower individuals to make their own decisions and choices, rather than making choices for them. Between Friends helps victims and children to recognize that their experience is shared and that the problem of domestic violence is social and political. To learn about its programs go to www.betweenfriendschicago.org

Between Friends raises a \$1.4M budget from foundations, corporations, government, special events, and individuals. Between Friends recently began a capacity building program and is expanding its development staff to increase its individual donor base, expand the grants program, and include a more robust communications strategy.

POSITION SUMMARY:

The Individual Giving and Communications Manager is responsible for setting strategy as well as executing the day-to-day work in the areas of individual donor cultivation, stewardship and communications to help Between Friends achieve its goals and support its mission. S/he is also responsible for developing the strategy for the special fundraising events and crowdfunding, and oversees the department staff implementing that work.

The Individual Giving and Communications Manager will be working in a collaborative work environment. Reporting directly to the Executive Director, the director will be a member of the senior leadership team of Between Friends. The Manager must be committed to the goals of the organization and be able to articulate those goals and Between Friends mission and values.

RESPONSIBILITIES:

Management (approximately 20% of the position)

- Develop and implement a comprehensive development strategy to include major gifts, special campaigns, special events, individual giving. Develop and implement an annual work plan. Track progress towards quantifiable goals and make mid-course adjustments as necessary
- Participate in strategic planning. Translate the vision and strategic plan into achievable steps
- Actively promote the mission, vision, and values statements
- Serve as an articulate, passionate, and visible spokesperson as a prominent leader throughout the organization, among stakeholders, and in the Chicago community
- Establish and monitor annual and multi-year department expense budget and income goals for individual giving. Prepare financial analysis needed for fundraising from individual projects; preparing regular revenue forecasts and tracking results against goals
- Hire, train, mentor and supervise assigned staff; including recruitment and selection; scheduling and job assignment, counseling/ coaching; staff development and training; performance evaluation; and recommending salary, disciplinary and other personnel actions in accord with procedures.
- Provide staff support to the Fund Development Committee
- Prepare analysis needed for evaluation of fundraising strategies
- Keep abreast of programmatic needs and new program developments, communicate regularly with program leaders

Individual Giving and Major Gifts (approximately 45% of the position)

- Create a working relationship with all board members to actively engage them in fundraising. Train and support board, staff, and volunteers to be effective fundraisers.
- Develop and execute a plan for stewarding and soliciting the Board and volunteers as donors
- Screen potential prospects in the database, conduct prospect research.
- Develop and oversee a plan for the solicitation of individual annual fund donors. Evaluate, recommend, and implement strategies for increasing income from annual donors. Execute this work.
- Plan the mail appeal program: secure writers for appeal letters and solicitation materials serve as production manager for the appeals.
- Provide analysis and evaluation of the appeal program.
- Research and develop social media and crowd funding strategies.
- Ensure accurate record-keeping and acknowledgement of contributions.

Major Gifts

- Oversee a donor management system for monitoring the prospecting, stewarding, soliciting, and reporting of major individual givers.
- Prepare and schedule the Executive Director and Board members for major donor stewardship, cultivation activities, and solicitations.
- Manage a portfolio of individual major donors and projects. Build relationships with major donors through meetings, post-meeting follow-up, stewardship of interests, solicitation of donors, and writing letters, reports, and proposals to major donors.

Fundraising Events (approximately 15% of the position)

- Develop innovative strategies to expand net proceeds from fundraising events as well as ways to cultivate long term donors from events.
 - Develop the work plans and timelines for events for staff and volunteers to follow.
 - Place follow-up ticket sales correspondence to major donors if needed.
 - Manage vendor contract negotiations.
 - Develop and manage event budgets.
 - Evaluate the events and report cost and benefit to the Board.
 - Collaborate with development team to develop strategies to market the events.

Communications and Marketing (approximately 15% of the position)

- Serve as liaison to website designer.
- Oversee the day-to-day website maintenance and updates, including, but not limited to: editing and writing blog posts, day-to-day blog maintenance, managing social media posts.
- Edit (or write) eNews communications to individuals.
- Oversee the production of development and marketing materials (excluding appeals and special event materials). Edit and/or write content, serve as liaison to design company (if needed), serve as production manager.
- Ensure that key messages are created and are carried out consistently in all communications.
- Write and supervise the writing of press releases, write and submit articles on behalf of the Executive Director.

Other (approximately 5% of the position)

- Attend and actively participate in required educational programs and departmental and staff meetings.
- Protect organization's value by keeping information confidential.
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Perform other duties as assigned by supervisor.

QUALIFICATIONS:

Education

- A Bachelor's degree is required, a Master's degree is preferred
- Demonstrated pursuit of continuing education in the field of development and philanthropy

Experience and Skills

- 5 years of fundraising experience required, managing and monitoring fundraising goals.
- Previous supervisory experience is required.
- Previous experience planning, executing, successful fundraising events is required. Proven success turning special event donors into annual givers.
- Solid knowledge of annual giving, cultivation, and major gift strategies. Verifiable track record of successfully moving individuals up the donor pyramid and soliciting and closing major gifts (\$1,000 and above) from individuals.
- Experience and proven success developing board and volunteers as fundraisers.
- Experienced with Microsoft Office. Proficiency with fundraising software required.

WORK ENVIRONMENT:

- This position operates primarily in a professional office environment that is not fully accessible
- This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, filing cabinets, and fax machines
- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- This is a full-time position at 40 hours per week. Evening and weekend work occasionally may be required
- Some travel to off-site locations in the Chicago metro area is required. Occasionally, some out-of-the-area travel may be expected
- Workplace is a smoke- and drug-free environment
- Equal Opportunity Employer. Decisions and criteria governing the employment relationship with all employees are made in a non-discriminatory manner, without regard to race, ethnicity, creed, religion, color, sex, sexual orientation, gender identity or expression, age, national origin, citizenship status, military service and/or marital status, order of protection status, handicap, disability, or any other factor determined to be unlawful by federal, state, or local statutes

COMPENSATION:

- Salary is in the low to mid-50 range, commensurate with experience
- Comprehensive benefits package (with some employee contributions) includes medical, dental, and vision insurance. Sabbatical after 5 years of employment.
- Two weeks paid vacation the first year, and 11 paid holidays.

TO APPLY:

- Submit cover letter, resume, and salary requirement to: careers@betweenfriendchicago.org. Please write your name (Last, First) in the subject line of your e-mail
- Incomplete applications will not be accepted. No phone calls please
- Position begins July, 2018.