

CATHOLIC SOCIAL SERVICES JOB DESCRIPTION

TITLE: Annual Giving Director
DEPARTMENT: Development
REPORTS TO: Chief Development Officer
STATUS: Salary/Exempt
UPDATED: 5/6/19

Job Summary:

We are looking for a fundraising and marketing professional who is ready to take Catholic Social Services to the next level. The Director of the Annual Giving is responsible for the strategic direction and management of the annual giving program of Catholic Social Services. This position reports to the Chief Development Officer and is responsible for growing a dynamic annual giving program that sustains general operating revenue to advance the mission of Catholic Social Services. The Director of Annual Giving supervises a team of three staff focused on reaching annual goals and maximizing the efforts of Catholic Social Services to fulfill our mission to serve the poor and vulnerable.

Qualifications:

Personal: Must be able to maintain program/guest/agency confidentiality and treat all people with dignity and respect.

Education/Experience: Minimum two years of fund development experience. Knowledge of annual giving operations and an understanding of what it takes to expand donor participation. Knowledge of constituent relationship management software. Demonstrated organizational and communication skills as well as ability to supervise, work with and motivate other development staff and volunteers.

Skills:

- A passion for the mission of Catholic Social Services and compassion for the people we serve
- Ability to clearly articulate and communicate the mission of Catholic Social Services.
- Interpersonal skills with an aptitude for working with people from many different backgrounds and experiences
- Strong written and oral communication skills
- Project design and management.
- Ability to multi-task, meet deadlines and work collaboratively
- Working knowledge of social media platforms such as: Twitter, Facebook and Instagram,
- Understanding of database management, gift processing and donor relations
- Ability to listen carefully to and understand others' needs, both internally and externally, and proactively respond to those needs in a consistent and timely manner.
- Demonstrated analytical and fundraising skills with the ability to recognize opportunities, identify critical, high pay-off activities and prioritize them to attain goals.
- Knowledge of Microsoft Office products

- Ability to learn and utilize Mail Chimp, Greater Giving, Bloomerang (CRM) and a variety of specific software tools and apps

DUTIES & RESPONSIBILITIES:

1. Develop a working knowledge of CSS in general and funding priorities specifically to articulate a compelling case for support to all constituents.
2. Develop a strategic annual giving plan designed to renew and upgrade donors; build monthly sustainers and grow the pipeline of annual donors to expand the major gifts and planned giving base of support.
3. Direct and manages comprehensive fundraising program to elevate Annual Fund visibility and revenue performance across multi-channels, including direct mail, online giving, web presence, and social media (including monthly donors, Trustee Annual Giving, PickClickGive, Corporate Matching gifts, and Tribute Giving).
4. Provide strategic oversight for donor segmentation, demographics and criteria for all list creations in collaboration with the Data Base Associate.
5. Prepare written communications including letters, brochures and other materials necessary for all annual giving programs.
6. Write and prepare proposals for corporate, foundation and organization support of CSS annual giving.
7. Manage and write copy email marketing.
8. Oversee the marketing and communication strategy and implementation to support the annual giving plan.
9. Manage Constituent Relationship Management (CRM) Software Bloomerang.
10. Produces performance reports, in collaboration with the Data Base Associate to analyze appeal performance, trends, and revenue results with an eye on opportunities for increasing revenue and donor counts on an annual basis; adjusting strategies accordingly
11. Manage Charity Ball event coordinator including; the budget event details and logistics. Directly responsible for obtaining sponsorships and coordinating related printed materials for event.
12. Perform other duties as requested, delegated or assigned.

Physical Requirements: Able to work for extended periods of time at a computer. Moderate physical effort with occasional standing, walking, reaching, stooping, bending, kneeling and lifting and ability to lift 25 lb. on an occasional basis.

Other Requirements: valid Alaska driver's license. Flexibility necessary to be available for weekday, weekend and evening events.

Training Requirements: Agency and department orientation.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities as needed.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____