



Position: **Annual Giving Manager**

Reports to: Vice President, Development & Communications

Department: Development & Communications

## **POSITION SUMMARY**

The Annual Giving Manager provides strategies and operational support to the annual fundraising campaign for Penfield Children's Center and Penfield Montessori Academy. The Manager's primary responsibility will be the strategic implementation and management of a comprehensive annual giving program, including the coordination and oversight of supporting initiatives in the areas of development services. This individual will provide leadership of all annual fund activities including, but not limited to, direct mail, sponsored events, donor cultivation events, and annual campaign structure.

## **ESSENTIAL FUNCTIONS**

### **Annual Campaign**

- Oversee annual fundraising campaign by identifying goals, key metrics strategies, donor segmentation and prospect identification.
- Develop and enforce timelines to ensure fulfillment of on-going fundraising needs.
- Manage all aspects of database including data accuracy, updates and corrections and research ways to improve efficiencies for data management processes.
- Develop and maintain efficient systems for data cleansing, data entry, gift processing, and relationship management.
- Create and manage annual fund dashboards that provide real-time updates demonstrating progress toward annual fund goal.
- Proactively analyze, interpret and synthesize biographical and financial information of prospects providing information to development team.
- Maintain pledge reminder schedule and create and process progress reports.
- Analyze fundraising metrics such as donor retention, campaign growth, average gift size and other key data points.
- Work with development team to lead stewardship activities providing timely acknowledgement letters and reports.
- Work directly with finance team to conduct monthly reconciliation.
- Work directly with United Way to meet reporting requirements.
- Develop annual fundraising plan including segments, budget, solicitation strategies, solicitation schedule

### **Development Communications**

- With Marketing Manager, develop and execute ongoing comprehensive communications program for current and prospective donors.

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- With Marketing Manager, implement targeted on-line and social media campaigns as part of overall annual fundraising plan and donor retention and acquisition strategies.

**Position Requirements:**

- Successful candidates must have at least 3-5 years of experience in fund development as well as a minimum of a Bachelor's Degree
- Strong organizing skills to manage details and information and meet deadlines
- Knowledge of fundraising techniques and strategies, as well as familiarity with research techniques and information sources
- Self-starter and willing to take initiative; able to work independently with accountability
- Strong writing and editing skills with the ability to write clear, structured and persuasive proposals specific to grantors' criteria and individual donors' philanthropic goals
- Experience in developing an annual fund campaign
- Proficiency in computer programs, including Word, Excel, Outlook, PowerPoint and donor tracking software (i.e. eTapestry)
- Knowledge of not-for-profit organizations and funding communities
- Ability to work with a diverse staff and client base
- Highly organized and strong attention to detail

**Working conditions:** occasional evening and weekend work associated with special events and projects. Must maintain a valid driver's license and have access to an insured automobile.

**Safety/Environmental Hazards:** none

**Physical Demands:** manual dexterity required for typing on a computer keyboard, ability to lift or move objects of 25 lbs. or less, visual acuity (close vision, distance vision and ability to adjust focus)

Please send cover letter and resume to:

Human Resources  
Penfield Children's Center  
833 North 26<sup>th</sup> Street  
Milwaukee, WI 53233  
hr@penfieldchildren.org

Successful candidates for this position must have at least 3-5 years of experience in fund development as well as a minimum of a Bachelor's Degree. The work requires a results-driven, detailed-oriented, and highly productive individual that is a quick learner and thrives in a self-directed environment and behind-the-scenes role.