



For Lifelong Care & Wellness

**POSITION TITLE:** Development Manager  
**DEPARTMENT:** Development  
**REPORTS TO:** Director of Development

**DATE:** 04/2022  
**FLSA STATUS:** Exempt  
**Salary:** \$70,000

## SUMMARY

The Development Manager is responsible for assisting with the execution of a broad-based fundraising program to advance the mission of the organization. This position will innovatively and creatively seek to incorporate contemporary fundraising methods to attract Millennial and Gen-X donors, to include giving days, online appeals, peer fundraising, mobile giving platforms, social media and website needs. Responsible for developing and coordinating a full calendar of donor communications and series of appeals throughout the year, both via direct mail and online, to include the year-end Annual Appeal, Recurring Gift Program, Constituent Acquisition Program, recovery appeals, and donor impact reports. This position will analyze donor data and giving trends to create strategies to ensure new donor acquisition, increased giving, donor retention and recovery of lapsed donors. Position will also assist in the execution of fundraising events. The Development Manager is an integral member of the fundraising team and shares responsibility for overall departmental goal achievement.

## PRINCIPAL RESPONSIBILITIES AND ACCOUNTABILITIES

### Workflow / Process

- Primary Responsibilities
  - Coordinate Appeals throughout the year via direct mail, online and social media.
  - Manage the Recurring Gift Program and Constituent Acquisition Program.
  - Ensure the implementation of contemporary fundraising methods.
  - Oversee the execution of fundraising events.
  
- Coordinate multiple appeals throughout the year via direct mail, online and social media.
  - Develop themes and craft multiple, targeted appeals that compellingly articulate the mission, vision and values of the organization for best donor acquisition, recovery and retention.
  - Execute via a broad scope of platforms, both traditional and contemporary, and develop a timeline to organize and manage appeals and communications throughout the year.
  - Develop strategy to secure, upgrade and retain donors through Recurring Gift Program.

- Create and manage a Constituent Acquisition Program by identifying target donors from patients and clients across all business lines of the agency.
  - Create infographic pieces and impact reports to communicate gratitude and engage and steward donors.
  - Research and incorporate best practices. Devise strategies for successful implementation.
  - Track and analyze data and results; report on progress throughout the year.
- Ensure the implementation of contemporary fundraising methods
    - Introduce and incorporate contemporary methods, including social media, e-appeals, online giving days, peer fundraising and mobile giving platforms.
    - Coordinate website adjustments, e-blasts and social media posts with Marketing department.
    - Assist with monthly agency e-newsletter as it relates to the development department.
    - Work with Marketing department to segment MailChimp list for development use and directed appeals.
- Oversee the execution of fundraising events
    - Work with volunteer event committees to plan and execute fundraising events, such as the annual Autumn Dinner and Spring Breakfast.
    - Coordinate with event committees to manage live and silent auctions.
    - Incorporate contemporary fundraising event methods, such as mobile bidding, use of QR codes, online auction previews and pre-event bidding.
    - Create event videos and PowerPoint presentations or consult with appropriate professional to create.
    - Manage event publicity and digital recognition of sponsors.
- Additional Duties as Assigned
    - All employees are expected to assist with execution of the annual development plan to support meeting the annual organizational budget.
    - Represent the organization positively in public at all times.
    - Support the mission and goals of the organization across all programs and departments.
    - Participate actively in agency staff meetings and department meetings when requested

## COMPETENCIES

**Quality/Compliance:** Achieve a standard of excellence with work processes and outcomes, honoring agency policies and all regulatory requirements.

**Customer Focus:** Enhance the customer experience. Promote and practice customer service as a value.

**Communication:** Balance listening and talking, clarify and ensure understanding when talking to others, influence others, keep others informed cross-departmentally.

**Teamwork:** Develop and leverage relationships within and cross-departmentally to achieve results. Be helpful, respectful, approachable and team oriented, build strong working relationships and a positive work environment.

**Professionalism:** Model agency values in support of the vision and mission. Live the culture! Diplomatically handles challenging or tense interpersonal situations.

**Initiative:** Take ownership of work, do what is needed without being asked, follow through.

**Effectiveness:** Ability to produce a desired result, cost conscious, looks for better ways to get the job done.

**Open Minded:** Considers new ideas, questions the norm, embraces continuous improvement.

**Coaching and Mentoring:** Set clear expectations, manage staff that improves their ability to succeed. Role model. Be inspirational.

**Adaptability:** Positively respond to change. Embrace new practices. Recover from set-backs.

## EXPERIENCE AND QUALIFICATIONS

- Bachelor's Degree preferred in communications, business, or marketing.
- Must have significant non-profit fundraising experience and be well versed in contemporary fundraising methods.
- Must have outstanding writing skills, with successful experience in writing direct mail appeals, e-appeals, website content and social media communications.
- Ability to analyze and track data using donor database to acquire, recover, retain and upgrade donors. Proficiency in Donor Perfect preferred.
- Proficiency in Microsoft Office.
- Ability to creatively and effectively use all forms of social media.
- Excellent written, verbal and interpersonal communication skills to initiate and cultivate positive relationships key to fundraising and the donor-development process.
- Highly motivated with strong organizational skills, personal integrity and the ability to work effectively both independently and in a team environment.
- Ability to manage multiple roles, prioritize work and meet deadlines.
- Ability to work independently with a minimum of supervision and instruction.

Interested candidates should contact Kelly Klein, RVNAhealth Director of Human Resources, at [Kklein@rvnahealth.org](mailto:Kklein@rvnahealth.org) or (203)438-5555, x1030.