



Manager, Annual Giving

FLSA Classification: Exempt

Reports To: Chief of Marketing and Development or assigned manager

JOB DESCRIPTION

Summary

The Manager, Annual Giving will oversee all annual fundraising campaigns for HelpMeSee. These programs will include a portfolio that contains digital fundraising activities, grant writing, donor and corporate research, stewardship and cultivation of existing donors, special events, the direct response program and outreach to secure new donors for HelpMeSee. This position will also be responsible for the CRM system for HelpMeSee.

Due to the rapidly evolving Marketing and Development landscape at HelpMeSee, the Manager, Annual Giving is an agile and flexible member of the team that helps to increase charitable output across the entire spectrum of Marketing and Fundraising at HelpMeSee as directed by the Chief of Marketing and Development.

Essential Functions / Responsibilities

- Learning and mastering the suite of donor management software (CRM).
- Manage and grow the existing direct mail program.
- Support Digital Marketing revenue generating activities as directed.
- Serve as a lead staff member with Social Fundraising/Digital Challenges in partnership with outside agency.
- In collaboration with the Lead staff for Grants: research, prepare documents and submit applications for HelpMeSee funding with government and corporate entities, and family foundations that have an interest in our mission.
- Steward and cultivate the existing 2000+ donors on file at HelpMeSee by sharing relevant breakthroughs and points of pride. Support efforts to send newsletters and other materials to donors and use these pieces of collateral as discussion topics during digital and personal outreach calls and emails.
- Leverage leads generated through outreach activities to cultivate new donors for HelpMeSee.
- Partner with Senior Development Manager to ensure that fundraising events, campaigns, and corporate engagement is integrated and engaged in the wholistic fundraising ecosystem of HelpMeSee, preventing any silos from forming.

Qualifications & Competencies

- Able to communicate effectively across various leadership levels within the organization.
- Able to understand and champion the flow of work within a given team.
- Attention to detail.
- Able to help drive a campaign or project to completion via influence.

Required Education and Experience

- Bachelor's degree or equivalent education preferred but not required
- 1-3 years of experience in a fundraising or sales role

Supervisory Responsibilities

N/A

Travel Required

As necessary to meet in person with HelpMeSee leaders, staff, and external constituents.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

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