

**Martin Luther King, Jr. Community Hospital**  
**POSITION DESCRIPTION**  
**Manager, Annual Giving**

**DEPARTMENT:** MLK Community Health Foundation

**REPORTS TO:** Director, Annual Giving

**FLSA Status:** Exempt

**Salary:** Min \$ 67,038.40 Mid \$ 78,769.60 Max \$ 90,500.80

**POSITION SUMMARY**

The MLK Community Health Foundation is dedicated to raising and stewarding financial support for MLK Community Healthcare (MLKCH) and its work in South Los Angeles. We unite community, civic, and philanthropic leaders to invest in building a healthcare system for South LA.

The foundation has funded a broad continuum of care, from acute to community wellness and prevention. The foundation support's MLKCH's state-of-the-art hospital, the MLK Community Medical Group and its outpatient clinics, and population health programs—all delivering quality and innovation healthcare to the 1.3 million residents of South LA. In partnership with our supporters, we bring healthcare to thousands of patients and families in our community every year.

Reporting to the Director, Annual Giving, the Manager, Annual Giving engages, stewards, and cultivates donor and prospects through digital campaigns and special events. The Manager, Annual Giving collaborates with the Director, Annual giving to develop and implement annual giving strategies focused on revenue growth for MLKCH. The Manager, Annual Giving is responsible for building new initiatives that engage donors while address the needs of the South LA community.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Manage all digital fundraising campaigns: employee giving (MLKCH Gives), Year-End, Spring Campaign to drive donor acquisition, cultivation, and engagement/retention
  - MLKCH Gives
    - Builds out physician giving as part of MLKCH Gives
    - Strengthen relationship with staff at outpatient clinics, including Rosecrans, East Compton, MOB (Wilmington) to increase giving among staff
  - Year-End
    - Implements new strategies with a focus on acquisition, including social media strategy to convert followers into donors
  - Spring Campaign
    - Manages acquisition strategy to bring in new support
- Manages and improves stewardship for online donors
  - Improves donor's digital experience that successfully communicates and advances mission of health system
  - introducing new digital tools to the foundation
- Launches peer-to-peer fundraising program for MLKCH
- Strategically manage a portfolio and oversee the identification, cultivation, solicitation and stewardship of prospects to strengthen donor pipeline
- Develops segmented strategy to best target and message foundation audiences to increase online giving overtime
- Measures campaign success through analytics and sets projections for growth and expansion
- Works directly with consultants and vendors to build effective strategies for campaigns
- Perform other duties as identified

**POSITION REQUIREMENTS**

**A. Education**

Bachelor's Degree required, Master's Degree preferred

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**B. Qualifications/Experience**

3+ years nonprofit fundraising experience

Strong communications skills

Demonstrated experience managing fundraising campaigns with measurable track record of success

**C. Special Skills/Knowledge**

Adept with digital media; knowledge of nonprofit settings and fundamentals

**D. Mental and Cognitive Traits Required**

Must be able to analyze written, spoken, visual, and other sensory stimuli. Must have ability to analyze written and spoken English. Must be able to cope effectively with stressful situations and time constraints. Must be able to logically solve problems. Must be able to follow detailed written and verbal instructions. Must be able to work well with others.

**HOW TO APPLY:**

- Send email to Nancy Orozco, Sr. Recruiter [NOrozco@mlkch.org](mailto:NOrozco@mlkch.org)  
Include: Resume and Coverletter