

## **Position Description Harvesters - The Community Food Network**

**JOB TITLE: Senior Manager of Philanthropy - Annual Giving**

**REPORTS TO: Director of Fund Development**

**SUPERVISES: 2 Mid-Level Giving Managers, Donations & Data Coordinator, Fund Development Coordinator**

**PRIMARY CONTACT for Vendors including but not limited to: Special Events, Direct Mail, Digital Fundraising, Data Caging, & Texting for Cultivation, Gift Acknowledgement**

**JOB SUMMARY:** Responsible for planning, implementing, goal setting, strategy development and evaluating annual fundraising programs and events. Develops long-term positive donor relationships as part of Harvesters Strategic Plan with an emphasis on strategies to secure annual financial support totaling close to 50% of Harvesters fundraising goals.

### **PRINCIPLE RESPONSIBILITIES:**

1. Lead and support a team of professionals in executing ongoing annual, special event, individual and middle donor fundraising programs and strategies to identify, cultivate, solicit, and recognize financial contributors.
2. Develop and execute annual and multi-year fund development plans, goals, and strategies in partnership with the Director of Development and the Chief Resource Officer.
3. Plan, implement and evaluate annual, middle donor and special event fundraising opportunities and strategies to acquire, cultivate, renew and increase support of gift prospects and solicit multi-year gifts.
4. Plan, implement and evaluate direct marketing programs including renewal mailings, acquisition mailings and targeted population mailings and serve as primary contact with direct and digital marketing vendors.
5. Build a broad base of support by developing and implementing an ongoing fundraising plan to acquire, cultivate, renew and increase the support of annual donors and annual giving programs through direct marketing, monthly donor programs, online donations, tribute programs, planned giving and estate gifts, cause marketing, and other marketing and solicitation strategies.
6. Achieve fundraising objectives by conducting analysis, identifying trends, determining system improvements and making recommendations to develop marketing and promotional materials in order to align with strategic plans.
7. Work closely with the Communications department and Digital Fundraising vendor to produce cohesive branding and marketing materials, online products and services, and implement social media strategy to achieve fundraising goals and coordinate with direct marketing plan.
8. Work collaboratively with Harvesters' staff in other departments to manage relationships with donors relevant to those who engage through multiple avenues (time, food, voice). Be a professional advisor across departments.

9. Oversee all areas of annual giving while providing leadership to the donor services team to create accurate gift entry codes, acknowledgment letters, and donor/prospect files. Serve as primary contact for outside vendors secured to assist with these tasks.
10. Work effectively with the other members of the Fund Development team to help them understand how the strategies for annual fund donors can progress prospects/donors into mid-level or major donors for Harvesters.
11. Develop and steward relationships with current and prospective annual donors to include site visits, cultivation opportunities, stewardship and other related activities.
12. Manage planning, budgeting, professional development, mentoring and activities for direct reports and within area of responsibility.
14. Other duties as assigned.

**OTHER ASPECTS OF THE JOB:**

1. Able to build and maintain constructive and effective relationships and an exceptional level of communication with donors, volunteers, co-workers and the general public.
2. Have the functional and technical expertise and knowledge of the role of all Fund Development processes and procedures to perform the job at a high level of accomplishment.
3. Able to provide superior customer service to internal and external clients.
4. Keen attention to detail, skilled in planning and organization, project management, follow-up and meeting deadlines with limited supervision.
5. Able to multi-task and collaborate with others to achieve goals in a busy office environment.
6. Have a commitment to the mission of Harvesters.
7. Produces high quality and effective products with limited resources.
8. This position functions in an office environment and requires local travel in the service area. It requires the use of general office equipment such as computers, copiers, cameras, fax machines, and automobiles.

Competitive Salary, commensurate with experience, starting at \$60,000.

For questions, please contact Portia Sowers - Sr. Human Resources Manager - 816-929-3094. This position will remain open until July 23, 2022.

Apply at <https://www.harvesters.org/about-harvesters/careers>