

CareLink | Development Officer

CareLink Mission:

To connect older people and their families with resources to meet the opportunities and challenges of aging.

Minimum Qualifications

- High school education or equivalent
- Bachelor's degree in Public Relations, Marketing, Fundraising, Business Administration or related field preferred
- Minimum 2 years of experience in PR, Marketing, Fundraising, Sales or related field
- Or, any combination of experience, education and training which provides the knowledge, skills and abilities to perform the functions of the job
- Word processing, spreadsheet, and database experience
- Experience with data analysis, including evaluating campaign performance and reporting on key metrics
- Proficiency in CRM database management, including Raiser's Edge or a comparable platform
- Experience with direct response fundraising, including mail and/or digital campaigns

Knowledge, Skills, Abilities

- Knowledge of business English, spelling, and punctuation
- Knowledge of database management and various applications for spreadsheet and database programs
- Knowledge of grant-writing methods and techniques
- Knowledge of basic fundraising tools and best practices
- Basic graphic design and layout skills
- Strong writing and proofreading skills
- Ability to operate standard office equipment
- Ability to organize information and materials
- Ability to work independently on multiple complex tasks and produce results on a timely basis

Duties and Responsibilities

- Manages direct response fundraising campaigns across mail and digital channels, including acquisition and renewal efforts.
- Develops and maintains prospect and donor mailing lists, including list segmentation, acquisition, and ongoing hygiene.
- Interprets data to inform segmentation strategies, solicitation timing, and messaging approaches and to improve targeting and response rates.
- Evaluates campaign performance against KPIs and overall ROI.
- Uses performance data and analysis to adjust strategy, messaging, and segmentation for future campaigns.
- Determines content and messaging for direct mail and digital solicitation pieces in collaboration with the VP of Development and Giving Officer.
- Designs and executes A/B and variant testing to optimize campaign performance.
- Manages vendor relationships for printing, mailing, and digital deployment, including timelines, expectations, and quality review.

- Manages agency donor database, entering thorough and accurate information and updating as needed.
- Manages all online donations and processing.
- Pulls, compiles, and analyzes data from the donor database and other sources to support fundraising and communications decision-making.
- Produces reports on fundraising performance, donor trends, campaign results, and other key metrics.
- Responsible for gift acknowledgement process, including drafting letters, updating templates regularly, mailing acknowledgements in a timely manner, and personalizing when appropriate.
- Manages pledge calendar by maintaining open pledge record and sending regular pledge reminders.
- Advances the philanthropic profile of CareLink by building relationships with advisors, donors, prospects, and volunteers to deepen their loyalty and encourage higher levels of support and involvement.
- Manages a portfolio of low- to mid-level donors, maintaining regular communication, making solicitations and tracking engagement.
- Manages monthly giving program.
- Coordinates and ensures timely fulfillment of corporate and event sponsor benefits.
- Researches and pursues new individual and corporate funding, developing, and sustaining long term support of CareLink.
- Remains up to date on industry standards and innovative strategies for fundraising, grants and relationship-building.
- Leads stewardship of newly acquired donors, executing a welcome and onboarding communication series to build early retention.
- Implements retention strategies for lapsed and at-risk donors within the assigned portfolio.
- Conducts phone calls, writes thank you cards, and maintains regular stewardship touchpoints for assigned donors.
- Drafts correspondence and stewardship materials including welcome packets, donor touchpoints, emails, and other engagement pieces.
- Works with VP of Development and Giving Officer to identify and execute creative touchpoints and appreciation activities for donors.
- Assists with volunteer stewardship as needed.
- Compiles donor information and works with Communications Officer on content for agency newsletter and other projects as necessary including mailing list, donor highlights, sponsor recognition, etc.
- Assists with storytelling efforts to highlight the impact of our services made possible by donor contributions.
- Provides Communications Officer with materials for communications related to development activities.

Additional Information

Location: North Little Rock, AR

Hours: Full-Time 37.5 hours per week

Salary Range: \$47,872-\$54,584

CareLink does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.