

Northwest Arkansas Food Bank**Position: Annual Giving Manager****Reports to:** Director of Development**Supervises:** None**FLSA Status:** Full Time, Exempt**Date Updated:** December 2020**General Summary**

The Annual Giving Manager is an integral part of the Food Bank of Northwest Arkansas' Development team. This person is responsible for the strategic execution and management of a comprehensive annual giving program, including a coordinated matrix of communication and solicitation strategies involving email, website, social media, direct mail, phone, personal visits, events, and donor engagement—all focused on shaping a sustainable tradition of annual support.

Essential Job Functions:

- **Annual Giving Leadership (75%):**
 - Identify and encourage innovative and creative approaches for building and increasing annual giving support from donors giving less than \$5,000.
 - Establish and oversee operations, policies, and procedures of the organization's stewardship program.
 - Analyze and make data-driven decisions using reports and resulting analysis.
 - Work effectively with team to build strategies for moving donors to higher giving levels.
 - Focus on effective communication and solicitation activities within specific market segments identified as having potential for the greatest growth.
 - Existing programs and projects under this role's oversight include direct mail, online giving, Jewels of Giving, Food Drive Challenge, and the donor stewardship plan.
- **Documentation, Database Management, and Reporting (25%):**
 - Create written plans and strategies.
 - Document donor interactions in donor database.
 - Produce reports in a timely manner.

Knowledge, Skills, and Abilities:

- Knowledge of NWAFB mission, priorities, programs, policies, and procedures
- Knowledge of non-profit development and marketing best practices
- Knowledge of Northwest Arkansas's unique philanthropic landscape.
- Skill in designing and managing direct mail and digital fundraising campaigns. Samples may be requested.
- Skill in building effective stewardship programs. Samples may be requested.
- Skill in developing and overseeing large donor events including but not limited to cultivation events, fundraising galas, and stewardship events

- Skill in supervising staff
- Skill in analyzing results of fundraising initiatives
- Skill in managing multiple projects simultaneously
- Skill in identifying, cultivating, asking for, and closing charitable product and cash gifts
- Skill in oral and written communications. Samples may be requested.
- Skill in operating office and technological equipment including but not limited to computers, office printers, time tracking equipment
- Ability to communicate professionally with internal and external customers
- Ability to work independently and meet goals
- Ability to follow oral and written directions
- Ability to organize daily activities of self and others
- Ability to drive company vehicles. Must possess a valid driver's license and proof of insurance
- Ability to lift at least 50 lbs.
- Ability to work outside of normal office hours for special events
- Ability to submit to pre-employment drug screening and background check.

Education/Experience Requirements:

Relevant Bachelor's degree and one to three years of development experience, or equivalent combination of education and experience.

Working conditions:

The physical demands of this position include sitting, frequent telephone and computer use. The position also requires the ability to work long hours and weekends as needed for special events and campaigns. This job description does not list all the duties of the job. You may be asked to perform other duties as needed to assure the continued success of the NWAFFB. Management has the right to revise this job description at any time.

How to apply:

Interested applicants should send a cover letter and resume to mike.williams@nwafoodbank.org.

The Northwest Arkansas Food Bank is an Equal Opportunity Employer