



RHODE ISLAND COMMUNITY  
**FOOD BANK**  
Job Description

Title: **Director of Annual Giving & Donor Services**  
Reports To: Chief Philanthropy Officer  
Status: Exempt (Salaried)  
Grade: 11  
Salary Range: \$85,000-\$100,000  
Department: Development & Communications  
Work-From-Home Eligible: 20% of time

**Mission:** To improve the quality of life for all Rhode Islanders by advancing solutions to the problem of hunger.

**Vision:** We envision a state where no one goes hungry.

**Diversity Statement:** The Rhode Island Community Food Bank embodies diversity, serving every part of our state and engaging people from all communities and backgrounds in our work. We are an open and inclusive organization that welcomes, respects, and values all people. Diversity strengthens our organization, so we take responsibility for attracting employees, volunteers, and supporters with diverse identities and life experience. When we seek out, recognize, and cultivate diversity within our staff, we create an enriched and more inclusive work environment. Ultimately, it is our collective wisdom that enables us to achieve our mission with creativity and compassion.

### **I. Primary Job Functions**

The Director of Annual Giving & Donor Services is responsible for the successful implementation of the Food Bank's complex multi-channel direct mail fundraising program and oversees database and gift administration to increase annual operating revenue. Reporting to the CPO, the Director is a key member of the development and communications leadership team, working collaboratively to coordinate messaging, timing, and goals of the direct mail with the major gifts program. This position oversees management of Raiser's Edge/NXT CRM, and is responsible for data entry and maintenance, as well as coordination of the gift acknowledgement system, online giving and registration opportunities, as well as alternative giving vehicles such as license plates and automobile donations. This position is an active member of the development team, representing the Food Bank in various roles inside and outside of the Food Bank as well as becoming involved with other department projects and events as necessary. Provides oversight and leadership for a donor services team of three.

### **II. Job Responsibilities**

#### **A. Direct Mail Program**

(Continued on Page 2)

- Develop yearly budget for the direct mail program in conjunction with the Chief Philanthropy Officer and the direct mail vendor.
- Working collaboratively with the leadership team, direct the vendor to create and produce successful mailings that generate the revenue needed to meet the program plan for the year.
- Manage file segmentation and data generation for individual appeals.
- Proactively review and interpret results of reports from direct mail vendor and generate additional analytical reports as requested.
- Manage Request for Information and Request for Proposals process as needed.

#### **B. Online Giving**

- Manage online giving appeals for the Food Bank, including website giving forms.
- Works in close collaboration with the Director of Communications and the Director of Individual Philanthropy to align and execute digital communications.
- Oversee data transfer between CRM, MailChimp and other systems for digital fundraising opportunities.
- Stay informed about trends in internet/online giving and the best online giving software solutions available to stay current and maximize revenue.
- Create special “online giving pages” for specific donor campaigns to raise funds for the Food Bank.
- Report on online giving to the Food Bank.

#### **C. Gift Recording & Acknowledgement**

- Oversee gift recording and acknowledgement system, coordinating with the Director of Individual Philanthropy, to ensure that all donors are acknowledged in a timely fashion.
- Working with the leadership team, ensure that fundraising messaging is coordinated with gift acknowledgement, with particular focus on digital fundraising appeals.
- Field inquiries to Contact Us about the Food Bank and/or about different ways to give, distributing information as needed.
- Assist with writing or editing of solicitations, newsletters, annual reports and other written materials, as needed.

#### **D. Alternative Gifts Management**

- Work collaboratively with the leadership team to coordinate the acquiring, renewing and upgrading of the Food Bank’s monthly Sustainers Harvest giving program.
- Manage receipts and acknowledgement of alternative gifts to the Food Bank, including license plates, etc.

#### **E. Database Management**

- Oversee the process of recording and acknowledging all contributions to the organization by utilizing the Raiser’s Edge database.
- Supervise and support the Database Manager and Development Coordinators in data entry, record maintenance, and gift acknowledgement.
- Document and update data maintenance policies and procedures for the department.

#### **F. General Development & Office Work**

- As a key member of the development and communications leadership team, work collaboratively to achieve the Food Bank’s fundraising goals.
- Communicate Food Bank efforts/initiatives to donors/prospects through facility tours and/or as a Food Bank representative at community events.

- Assist with the organization and implementation of development department events.
- Supervise volunteers as necessary.

### **III. QUALIFICATIONS**

- 7-10 years prior experience managing large-scale direct mail and online fundraising campaigns, preferably in the nonprofit sector.
- Proven team management experience
- Knowledge of Blackbaud Raiser's Edge/NXT or other CRM software required; familiarity with Email and SMS Marketing platforms a plus.
- Excellent written and oral communication skills and proficiency in Microsoft Suite
- Experience with managing and growing a robust monthly sustainer program desired.
- Expertise with developing and using financial analysis and data to inform strategic decisions; ability to assess and measure outcomes.

---

Director of Annual Giving & Donor Services

---

Date