



Position:	Donor Engagement Manager
Supervisor:	T. Walz, Chief Strategic Officer
Status:	Exempt
Salary:	\$65-80k
Work Schedule:	Mon-Friday, 10 am - 6 pm

Job Summary

- Participate in selecting, training, and providing day-to-day lead work direction to other development support staff and volunteers; assign and monitor work for completeness and accuracy.
- Implement fundraising and donor development programs for the BGC, including direct mail, Annual Fund renewals and upgrades, campaigns, and telemarketing; develop and implement a Year-end Giving campaign, including interviewing students for story development, developing appeal content, and coordinating bulk mailings.
- Proactively identify new prospective donors, both corporate and individual, by using prospect research tools and analyzing pertinent information to assess a prospective donor's interests and giving capacity; identify from existing database prospects with the greatest likelihood of making a major gift, considered to be \$10,000+; conduct highly confidential research on prospective donors and prepare that information for use by other fundraisers and the CSO.
- Oversee donor tracking database, ensure database integrity, and maximize automatic processes to reduce manual data entry and increase communication with constituents. Coordinate the development of mailing lists, donor lists, reports, documents, and materials for targeted solicitations and donor recognition.
- Maintain campaign financial reports, incorporating community volunteers and staff into campaigns as needed; solicit, track, and report endowment funds for various scholarships. Develop content and implement employee payroll giving campaign; solicit giving incentives; develop and implement donor solicitation and donor recognition programs.
- Manage logistics of off and on-campus donor events, including liaison with vendors, event hosts, and sponsors; negotiate prices and serve as lead event coordinator both in preparation and during the event; creatively troubleshoot onsite, proactively resolving issues; assist in identifying and recruiting honorees and speakers; prepare presentations and develop and produce invitations, programs, and publications; provide staff support to volunteer committees.
- Develop content and manage department group fundraising activities; train staff on campaign development and management, including the use of events, social media, and campaign tracking tools; track and report student fundraising results.
- Develop content and maintain the Foundation website.

Other Duties:

- Assemble requested data and prepare reports related to the college developments fundraising performance, participating in state-wide and national benchmarking surveys.
- Assist with developing and monitoring the budget for the department and Foundation; process purchase requisitions, budget transfers, and expense reimbursements.
- Assist Foundation board committees or fund development committees as appropriate.
- Assist in special events and solicit in-kind donations and corporate gifts as stated above.



- Participate in community civic efforts and service clubs to enhance the BGC presence in the external community.
- Perform related duties as assigned.

Knowledge Of:

- Principles and practices of fund development, including campaign development, prospect management systems, and event fundraising.
- Principles, practices, and methods of budget development and management and donor tracking and monitoring.
- Professional, ethical standards and practices as identified and agreed to by the Association of Fundraising Professionals (AFP) or a similar body.
- Community relations and community outreach.
- Principles and practices of public administration, including compliance, purchasing, contracting, and maintaining public records.
- Federal, state, corporate, private, and non-profit funding sources to meet high-priority funding needs.
- Research, statistical, and forecasting methods used in donor analysis and management.
- Federal, state, and local laws, ordinances, codes, regulations, and policies affecting Foundation accounting and financial systems.
- Principles and practices of sound business communication.
- Principles and practices of effective supervision.

Ability To:

- Implement computerized donor prospect and tracking systems, including database management, tracking code system management, and developing automated systems for gift campaign management.
- Perform public speaking; plan and attend events. Provide tours and preparation for tours.
- Manage and coordinate the work of volunteers and student workers.
- Develop fundraising materials and social media messaging.
- Build strong and mutually beneficial relationships between faculty, staff, and external audiences.
- Organize, set priorities, and exercise expert, independent judgment within areas of responsibility.
- Read, interpret, apply, and explain rules, regulations, policies, and procedures, including appropriate sections of the state education code and other applicable laws.
- Prepare clear, concise, comprehensive correspondence, reports, studies, and other written materials.
- Communicate effectively, both orally and in writing.
- Represent the district effectively in dealings with donors, the community, and a variety of not-for-profit organizations.
- Present proposals and recommendations clearly, logically, and persuasively.
- Operate a computer and standard business software; maintain a complex donor management system.
- Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic, and disability issues.
- Establish and maintain effective working relationships with all those encountered in the course of work.

Education & Experience:

To be eligible for this position, you must meet and provide evidence of the following minimum



qualifications:

Graduation from an associate degree program with course work in business administration or a related field, and three (3) years of related professional fund development experience that includes the use of a donor management system; or an equivalent combination of education and experience. Experience in a youth-based nonprofit is preferred. A bachelor's degree from an accredited four-year college or university is highly desirable.

To Apply

Please send your resume to Tammy Walz, COO, at twalz@bgcoceanside.org.