POSITION SUMMARY

The Development Manager is an enthusiastic voice for Craig’s organizational vision, mission and values, and inspires generosity for Craig Hospital and its patients, managing key annual giving programs at the Craig Foundation. This includes but is not limited to multi-channel direct marketing fundraising campaigns, giving days, and internal and external employee giving. Responsibilities include generating story ideas for fundraising campaigns, segmenting donor communications, stewarding gifts, conducting thorough performance analysis, and continually refining strategies for increasing the number of donors and contributions to annual giving campaigns. Through data driven program analysis, assessment of market trends and best practices, and business needs, the Development Manager will develop ideas to acquire, renew, and upgrade donors by collaborating directly with internal and external stakeholders, including vendors and teammates dedicated to digital philanthropy, communications, stewardship, and more.

POSITION REQUIREMENTS

- Licensure/Certification/Registrations: None
- Education: Associate Degree or equivalent education/experience required. Degree, certificate/training or experience in nonprofit management, annual giving, marketing, communications, or data preferred.
- Experience: Minimum 2-4 years of annual giving, development, direct marketing experience, or related experience required. Fundraising database experience strongly preferred, preferably in Raiser’s Edge, experience in direct marketing and healthcare philanthropy preferred.
- Skills & Abilities: Strong creative writing and storytelling abilities required. Ability to work collaboratively and successfully as a member of a team as well as independently. Knowledge of fundraising and development principles, industry trends, methods and procedures. Significant background in segmentation to yield maximum results and develop customized appeals that inspire and motivate people to give. Sophistication in data management and analysis a plus. Ability to organize, prioritize and meet deadlines, while effectively managing multiple projects simultaneously. Must be able to successfully and effectively communicate with a variety of personnel. Possess good analytical and problem-solving skills, must be detail oriented with excellent follow-through. The ability to relate to persons of all ages and diverse backgrounds, skills and abilities. Ability to maintain confidentiality in all aspects of the position. Creative and "out of the box" thinker. Ability to present self in a personable, professional and energetic manner. Must have high level of accuracy, proofreading skills. Raiser's Edge knowledge strongly preferred. Ability to display a passion for the mission of Craig Hospital. Strong computer skills including Microsoft Office suite.

ESSENTIAL FUNCTIONS

- Develop annual and multi-year revenue, acquisition, retention, and recapture strategies and goals for the direct response fundraising program.
• Manage and execute a multi-channel integrated fundraising plan that includes direct mail, email, website, phone and social media solicitation tactics as well as other individual giving.
• Build and manage program budget.
• Collaborate with colleagues and vendors for direct mail, digital and stewardship strategies, and to develop and deploy compelling content and fundraising communications.
• Conduct analysis through reporting, to focus on second-time donors, repeat donors, and potential monthly donors, to discover trends and for future segmentation.
• Steward annual giving donors through phone calls, handwritten notes, emails, etc., and collaborate with colleagues to build stewardship programs for these donors. Coordinate acknowledgment letters for annual giving initiatives.
• Establish and cultivate a recurring giving program. Partner with colleagues to develop personalized content and stewardship strategies and reach them through a variety of communication channels.
• Work with planned giving staff to integrate planned giving opportunities into annual giving communications. Use segmentation skills to develop strategy and materials for specific planned giving mailings.
• Contribute to strategy for and execution of a grateful patient program that includes ways for patients to give, while recognizing and honoring staff.
• Lead and implement an annual employee giving campaign including strategy and associated events. Serve as lead representative to hospital partners and leadership.
• Evaluate program results and determine strategies for the future. Present program results to the Foundation team, Foundation Board and committees as requested.
• Responsible for monthly reconciliations and database accuracy.

**This job description is not intended to be an exhaustive list of all duties. Employee may perform other related duties as assigned.

Craig Hospital Benefits:

Benefit Eligible Positions:

At Craig Hospital we offer a wide range of outstanding benefits that allow our employees to tailor a benefits package that meets their individual needs. Planning a family or looking forward to retirement we have options. Our medical insurance is a self-funded plan administered by Allegiance Benefit Plans with a CIGNA network of providers offering two different comprehensive plans. We offer dental insurance through Delta Dental, and vision insurance through EyeMed. Craig offers Health Care and Dependent Care Spending Accounts. Craig also provides, and pays for both Short Term and Long Term Disability Insurance plans for every benefit-eligible employee. We offer generous time-off benefits to allow you to enjoy your time away from work too! Additionally, we have a 403b Retirement Plan with a generous matching contribution through Empower Retirement that you are eligible for upon hire. Want to go back to school? We have Tuition Assistance. Unexpected emergency? We have Employee Assistance Programs and an Employee Emergency Assistance Fund.
At Craig, we believe in offering best-in-class benefits and prioritize benefits to support you.

Salary Range: $24.99 - $35.99 per hour

To Apply:

Apply online here.