

WOMEN HELPING WOMEN: JOB DESCRIPTION



POSITION TITLE: Development Manager

FUNCTION: The Development Manager operates as the core leader of project management and execution of Development Strategies: annual giving, events, building and tracking relationship management in donor database, team workflow planning, brand/marketing implementation, major donor research/engagement initiatives, grant editing/review, and growth campaign initiatives. This includes active engagement with donor base, implementation of move management, and strong prospecting and procurement processes of new donors. Responsible for strategic oversight of special events and donor cause marketing. Synergy of marketing, communications, donor cultivation, and fundraising management is key in this role to drive an increase in brand positioning and mission awareness of Women Helping Women that results in growth in unrestricted financial resources, increased donor retention, and increased donor base as whole.

Overseen by the Development Director, the Development Manager directly oversees the Development Assistant and works in close partnership with event committees, volunteer coordinator, and contracted services for video/marketing content, event planning, and PR.

QUALIFICATIONS: BA/BS required, 2+ years of experience in fundraising, event planning, and relationship building and minimum 5 years management experience. Strong skills in marketing/communication required. Strong interpersonal skills, public speaking and writing skills required. **The ideal candidate is a strong communicator, both written and verbally**, overseeing outgoing content for the development team via the mediums of print, digital engagement, and social media platforms. Solid practice in researching processes for donor prospects. **Must possess a strong and independent work ethic that is coupled with driven ambition. Must have strong communication style to inform, report, and problem-solve in real-time.** Ability to generate move management, increase donor engagement with existing donors and an innovative focus on amplified giving is a “must-have”.

Computer literacy (MS Office, donor databases, excel, OneDrive, email, etc.) required. Ability to handle confidential information discretely, and excellent interpersonal skills to work effectively internally with WHW team members across all departments as well as externally with the community.

RESPONSIBILITIES & EXPECTATIONS:

Programming Leadership

- Partner with supervisor, Development Director, to create thorough annual calendars and monthly work plans that fully execute all development strategies.
- Research, cultivate and meet with prospective donors on a frequent basis.

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- Grow the annual fund program.
- Assist with preparation, forecast, and tracking of event budget and expenditures obtaining appropriate approvals for all expenditures as necessary
- Customer & donor facing: foster partnerships with vendors, board members, community partners for sponsorship opportunities
- Lead development event strategies, utilizing strong planning and project management skills to coordinate planning timelines and details, oversee planning committees, and develop strong engagement with donors pre-event, on event day, and post-event.
- Oversee coordination of all agency fundraising events: ensure events are executed seamlessly and on schedule, anticipating potential challenges and barriers and having solutions ready for implementation. Manage and track all event logistics.
- Assist CSO and Prevention team with customer relationship management platform and customer relations with WHW's social enterprise, Workstrong.
- Analyze giving patterns of existing donor base and build/execute effective move management strategies to amplify giving.
- Support agency by serving as a reviewer/editor of grants as needed.
- Oversee agency collateral that drives branding and development strategies.

Direct Supervision of Staff:

- Supervise the Development Assistant, ensuring all reports and processes are accurate, timely, and done utilizing best practices.
- Work with Development Assistant to manage all tracking systems for donor management, tracking, and text to give platforms.
- Oversee Development Assistant in their role to manage the donor database, send thank you notes and delegate donor recognition tasks, and reconcile with finance each month to ensure accuracy and timely completion. Aid Development Assistant with recognition and database changes as needed or when peak season arrive.

Outcome Analysis of Programs & Continuous Improvement

- Coordinate with Development Assistant to report out to Development Director and CEO on Development strategy outcomes and metrics in unrestricted revenue from major donors, annual campaigns, grants, and special events on a monthly basis.
- Achieve metrics of Agency goals for securing unrestricted revenue per Annual Budget.
- Ensure structure and consistency of internal donor management systems.

Agency Leadership

- Establishes, fosters and sustains excellent relationships with WHW staff members, leadership, interns, donors, vendors, sponsors, and community members, promoting teamwork.
- Manages Development Department events budgets.
- Serves as the agency social media leader, ensuring brand standards are met. Managing content strategy and scheduling across prevention and development departments.
- Attends event committee meetings serving as agency leader.
- Researches, develops and analyses various donor constituencies for CEO, CSO, and Development Director.

Community Leadership

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- Works with Development Team in execution and representation at Agency special events.
- Exercises discretion when representing the Agency and maintains confidentiality in interactions within community as appropriate.
- Consistently advances the Agency and promotes positive public relations.
- Affirms the value of diversity, and is respectful of others in regards to/ does not discriminate based on gender, class, race, ethnicity, ability, religion/spirituality, cultural identity, immigrant or refugee status, and sexual orientation.

OTHER REQUIREMENTS: Facilitate Agency effectiveness, may be expected to take on other duties as assigned. Availability of transportation in order to provide service in the community is required.

ACCOUNTABILITY: Development Director
HOURS: Full Time
PAY BASIS: **Salaried** Exempt
BENEFITS: As stated in the current Human Resources Policy Handbook

Salary will be determined based on candidate experience. Salary range begins at \$55,500.

Women Helping Women believes in equity and inclusion and welcomes diversity of experience and expression at the agency in recruitment, hiring, training, compensation and promotion of diverse talent at the Agency. In other words, WHW is an equality and equity opportunity employer.

10/2022