

POSITION TITLE: Senior Development Manager

FUNCTION:

The Development Manager operates as a leader of project management and execution of Development Strategies: annual giving, events, building and tracking relationship management in donor databases, team workflow planning, brand/marketing implementation, major donor research/engagement initiatives, and grant editing/review. This includes active engagement with the donor base as assigned, implementation of move management, and strong prospecting 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 Senior Development Manager 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, grant writing and management, and relationship building and minimum 3 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 a 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 and externally with the community.

RESPONSIBILITIES & EXPECTATIONS:

Programming Leadership

- Partner with the Development Director to create thorough annual calendars and monthly work plans that fully execute all development strategies.
- Analyze giving patterns of existing donor base and build/execute effective move management strategies to amplify giving.
- Establish and maintain customer & donor facing foster partnerships with vendors, board members, community partners for sponsorship opportunities.
- Research, cultivate and meet with prospective donors of \$2,500 and below, frequently.
- Grow the annual fund program to exist year-round, retaining 50% or more of donors year over year.
- Responsible for preparing, forecasting, tracking, and reporting to Development Director on event budgets and expenditures, obtaining appropriate approval for all expenditures where necessary.
- 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 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.
- Support agency by serving as a reviewer/editor of grants as needed.
- Oversee agency collateral that drives branding and development strategies.

Outcome Analysis of Programs & Continuous Improvement

- Prepare weekly reports to the Development Director on progress to goals.
- Report to Development Director on Development strategy outcomes and metrics in unrestricted revenue from major donors, annual campaigns, grants, and special events monthly.
- Aid the team in achieving metrics of Agency goals for securing unrestricted revenue per Annual Budget.
- Ensure structure and consistency of internal donor management systems, evaluating quarterly for adjustments to strategy.

Agency Leadership

- Establishes, fosters and sustains excellent relationships with WHW staff members, leadership, interns, donors, vendors, sponsors, and community members, promoting teamwork.
- 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.
- Research various donor constituencies for CEO, & Development Director.

Community Leadership

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

OTHER REQUIREMENTS:

Facilitate Agency effectiveness. May be expected to take on other duties as assigned. Availability of transportation to provide community service is required.

All employees in Development are expected to complete the Agency's 40-Hour Volunteer Training.

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 \$65,000.

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.

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