



# ANNUAL FUND MANAGER

**Reports To:** Director, Alumni Relations

**FLSA:** Exempt

**Location:** Any location

## DESCRIPTION

This position is responsible for the strategic execution and management of a comprehensive annual giving program. He/she develops a coordinated matrix of communication and solicitation strategies involving email, direct mail, phone, personal visitation, and volunteer engagement, all focused on shaping a sustainable tradition of annual support and increasing alumni participation.

## KEY RESPONSIBILITIES

- Work collaboratively with the development team to create and manage a comprehensive fundraising plan and appeal schedule for The Annual Fund:
  - a. Set dollar, participation, and qualitative goals for the annual giving program.
  - b. Create and implement strategies to achieve Annual Fund goals.
  - c. Create and manage a calendar/schedule of multidimensional appeals that leverages a variety of media (e.g., electronic solicitation, direct mail appeals, face-to-face solicitations, events) to communicate with potential and current donors.
  - d. Assess the program at the end of the year and lead annual planning.
- Manage Annual Fund volunteer organization, including recruitment, management, and training.
  - a. Organize phonathons as needed, including volunteer recruitment, set-up, and preparation.
- Build relationships with constituents and personally solicit an assigned pool of prospects as appropriate.
- Draft and coordinate Annual Fund solicitation and acknowledgement letters.
- Analyze results of the fund by tracking progress from year to year and generate reports and statistics for monthly Development Committee meetings.
- Attend monthly Development Committee meetings.
- Contribute content to publications and social media as appropriate.
- Willingness to travel.
- Assist with prospect research.
- Other responsibilities as assigned by the National Director for Alumni Relations.

## MINIMUM QUALIFICATIONS

- Bachelor's degree or equivalent.
- At least three years of relevant experience in a development-related role in an educational or nonprofit environment.

## **QUALIFICATIONS CONT'D**

- Familiarity with fundraising database systems.
- Direct experience managing volunteers.
- Proven track record managing an annual campaign.
- Demonstrated ability to manage a diverse portfolio and steward donors through a moving management cycle
- A strong sense of fundraising ethics and practices, and respect for confidentiality of donor information.
- Outstanding interpersonal and communication skills, with a professional and empathetic approach.
- Willingness to be part of a collaborative environment and work closely with colleagues and alumni.
- Strong organizational skills and attention to detail.
- Ability to communicate clearly and effectively, verbally and in writing.
- Positive attitude, flexible approach, and a sense of humor.

**To apply, send your resume and optional cover letter to [jgolden@INROADS.org](mailto:jgolden@INROADS.org).**