



Job Title: Annual Giving Manager
Department: Development
Reports To: Chief Development Officer
FLSA Status: Non-Exempt
Prepared Date: March 25, 2018

About the SPCA

Since our inception in 1867, the SPCA Serving Erie County has worked to lessen the suffering of animals in Western New York and beyond through programs that touch not only animals, but the people who love them.

The SPCA provides essential community services, not unlike police and fire departments. When an animal is in need of rescue; when an animal needs help to stop the pain; when an animal's life is at stake – the SPCA is there to do its job. **Each year, the SPCA assists more than 13,000 animals!** And as we work to protect animals, we also provide vital, comprehensive and compassionate services to the people of our community.

The SPCA does not receive any government funds for its programs and services. We are a 100% privately-funded organization. We serve the local community – we are not financially supported by or a part of any other local or national animal welfare group.

Position Overview

The SPCA Serving Erie County currently has an exciting opportunity in our Development Department for a dynamic, highly-motivated fundraising and development professional. The Annual Giving Manager works closely with the Chief Development Officer and will have primary responsibility for planning, coordinating, and executing the organization's fundraising activities with a focus on the cultivation and stewardship of mid- to high-level individual givers and corporate/community relationships. Goals include growing the number of annual donors, increasing the size of individual donations, and upgrading annual donors to major donors (gifts of \$1,000+). The Annual Giving Manager will support the major giving efforts of the President & CEO, Chief Development Officer, and members of the Board of the Directors and assist in the execution of fundraising events.

Essential Duties and Responsibilities

- Develop and implement strategies for solicitation that will grow annual revenue from individuals: manage direct mail program and work directly with mail vendor; manage and monitor online giving campaigns; work collaboratively with other program staff to advance fundraising goals; meet with donors as determined by Chief Development Officer.
- Maintain accurate and complete records of donor communications through the use of Raiser's Edge, the in-house database. Adhere to the policies and procedures for accepting, recording, and acknowledging gifts.
- Develop and maintain a corporate solicitation program to create and enhance relationships with area business and community groups for the purpose of securing program sponsorships and in-kind donations to support development activities.
- Oversee corporate sponsor benefits.
- Work with the Events Manager to manage the monthly giving program, Shelter Guardians, with a focus on cultivation of new donors and stewardship of existing donors.
- Serve as an SPCA ambassador at community presentations and workplace giving presentations.
- Assist Development Associate in planning and execution of all fundraising and donor events.
- Oversee the development section of the SPCA's website, ensuring information is up-to-date.
- Assist Chief Development Officer in development of strategic communications materials and contribute to the overall communications strategy of the organization.
- Recruit, train, schedule and supervise volunteers, interns, and temporary workers needed by the Department.
- Other duties as assigned by Chief Development Officer.

Qualifications

- Bachelor's degree from an accredited college or university and a minimum of three years of demonstrated and successful nonprofit fundraising or related experience.
- Strong oral and written communication skills including experience in writing direct mail appeals, e-appeals, websites, and social media communication.
- Strong organizational skills and computer skills, including ability to navigate and utilize all Microsoft applications and donor database software (Raiser's Edge).
- Excellent interpersonal skills and the ability to effectively develop and maintain productive working relationships with donors, prospects and volunteers; customer-service oriented.
- Experience with budgeting, planning, and project administration.
- Highly motivated and energetic with the ability to show initiative, self-discipline and attention to detail.
- Ability to work independently and to organize and prioritize task with minimum supervision.

- Ability to handle diverse, simultaneous tasks, meet deadlines, and attend to follow-through.
- Commitment to the mission and goals of the SPCA.
- General knowledge of animal welfare industry a plus.
- Must possess and demonstrate a high level of professionalism diplomacy, and ability to maintain confidentiality.
- Ability to travel locally, occasionally work after hours and on weekends, and operate an automobile.

To Apply

Please send cover letter, resume, writing sample, references, and salary requirements to SPCA Serving Erie County, 300 Harlem Road, West Seneca, NY 14224, Attn: Jennifer Gurz, Chief Development Officer or email jenniferg@yourspca.org. No phone calls, please.