



Annual Giving and Donor Relations Officer

Marin Humane, an equal opportunity, non-profit employer. We transform lives through exceptional animal care, humane education, and advocacy. Every day, we inspire compassion and positive relationships between people and animals. Our Core Values are Dedication to Animals, Collaborative Spirit, and Courage with Compassion, Pursuit of Learning, and Celebrating Differences.

SUMMARY: The Annual Giving and Donor Relations Officer is responsible for organizing and managing all aspects of Marin Humane's efforts to cultivate, secure, and steward gifts from donors under \$10,000. This position leads direct mail, online, social media, and e-based fundraising initiatives, in close partnership with the Marketing and Communications Department. This position is also responsible for the design and execution of a comprehensive donor relations and stewardship program, in support of the efforts of our Leadership Giving Senior Officer and VP of Philanthropy.

ACCOUNTABILITY: VP of Philanthropy

HOURS: 40 hours per week

SALARY/CLASSIFICATION: \$93,812.40 to \$104,236/annually; Exempt

Application filing deadline: *Position open until filled*

ESSENTIAL DUTIES AND RESPONSIBILITIES

ANNUAL GIVING PROGRAM STRATEGY, DESIGN, AND IMPLEMENTATION

- Work closely with direct mail vendor to develop a comprehensive annual approach to appeal- and acquisition-based initiatives that maintain and expand donor participation, reduce attrition, and foster retention
- Manage the direct mail production cycle from planning/scheduling and budget management to narrative development, copywriting and editing, and navigating the internal/external approval process
- Coordinate e- and online solicitation strategies with Marketing & Communications (MarCom) Department to drive broad-based giving for specific appeals and during critical time periods (e.g. end-of-calendar year and Giving Tuesday)
- Drive online and monthly giving by developing strategies to catalyze recurring gifts
- Monitor, analyze, and report performance metrics for direct mail and online fundraising efforts and assess strategies accordingly
- Partner with Leadership Giving Senior Officer and Grants and Legacy Officer to coordinate movement of prospects through different levels of and opportunities for giving
- Manage calendar of development communications and appeals (direct mail, online, social media) in coordination with MarCom to maximize giving and ensure consistency in branding and messaging
- Develops and monitors Annual Giving and Donor Relations budget under supervision of the VP of Philanthropy
- Establishes and meets/exceeds fundraising and performance goals to drive annual giving and support all levels of philanthropy at Marin Humane

DONOR RELATIONS

This job description reflects the assignment of essential functions, it does not prescribe or restrict the tasks that may be assigned. Marin Humane is an at-will employer.

- Co-develop and assess the ongoing effectiveness of stewardship strategies with the Marketing & Communications Department and the Leadership Giving Senior Officer to ensure appropriate donor recognition (print, online, and infrastructure-oriented naming opportunities) and ongoing engagement
- Lead the design, scheduling, and production of all stewardship-related communications including pre- and post-event messaging, print and online publications (in coordination with MarCom), and special mailings/communications at the Leadership Giving level
- Create and deliver innovative stewardship initiatives that are designed to recognize philanthropy at Marin Humane and inspire future giving
- Develop, in consultation with the VP of Philanthropy, standards for highly visible naming recognition opportunities on campus
- Actively assess and track the efficacy of stewardship and donor relations activities and adjust strategies/approach accordingly
- Lead the development of signature stewardship events with the Special Events Manager

PROFESSIONAL DEVELOPMENT AND INDUSTRY ENGAGEMENT

- Actively seek professional development and networking opportunities within the animal welfare field and nonprofit philanthropy
- Consult and apply annual giving/donor relations best practices while adhering to the highest ethical and industry standards for fundraising professionals

DEVELOPMENT TEAM PARTICIPATION

- Participate as a member of a high-functioning development team consisting of professionals from various areas including prospect and data management, leadership giving, grants and planned giving, and events management.
- Engage in strategic and operational planning to enhance development and philanthropic initiatives at Marin Humane

ADMINISTRATION AND CUSTOMER SERVICE

- Analyze and produce monthly and annual reports for internal and external purposes
- Articulate the mission and vision of Marin Humane as well as the specific aims, needs, and impact of various programs to various constituencies through multiple platforms
- Provide exemplary customer service by providing courteous, prompt and responsive service
- Support and articulate organization's policies and philosophies in a positive and effective manner
- Solve problems to assure positive donor relations
- Contribute to Development team efforts and support VP of Philanthropy
- Foster and promote teamwork, creativity and a work culture aligned with Marin Humane mission and values
- Utilize volunteers as needed
- Serve on related Marin Humane committees and manage special projects

SAFETY & SECURITY

- Must be committed to a high standard of safety and be willing and able to comply with all safety laws and all of the employer's safety policies and rules
- Must report safety violations as well as potential safety violations to appropriate personnel
- Adhere to Marin Humane's files and records retention policies and procedures
- Maintain appropriate files and records as assigned

DESIRABLE QUALIFICATIONS:

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An ideal Candidate will possess the following knowledge, skills and abilities:

- Resilient self-starter with an ability to take initiative and manage multiple priorities in a fast-paced, high-pressure environment and meet stringent deadlines
- Strong writer with a demonstrable track record of creating concise, compelling content for direct mail, development communications, and a wide range of stewardship and donor relations projects
- Demonstrated track record of successful fundraising and building long-term donor relationships
- Strong demonstrated experience with PCs and Microsoft Office suite
- Working knowledge of Blackbaud's Raiser's Edge or similar CMS
- Excellent organization and planning abilities
- Demonstrated ability to maintain highest levels of confidentiality
- Meticulous attention to detail and ability to produce high quality work
- Strong knowledge of nonprofit fundraising strategies, best practices and interest in building skills
- Ability to troubleshoot and solve problems with diverse constituencies

EDUCATION AND EXPERIENCE: A typical way of gaining the necessary knowledge, skill and ability outlined above includes: A four-year college degree; three-five years in a leadership position in development with significant experience in annual giving and donor relations; or a combination of relevant experience and education. Non-degreed applicants with desired experience will be considered.

Possession of a valid California Drivers' License may be necessary.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The employee should have no known allergies to animals that would prevent him/her from performing the duties as required
- This position involves a regular amount of repetitive motion of hands and wrist
- Ability to lift, push, pull and/or move up to 30 pounds
- Must have close and distance vision (requirement may be met with corrective lenses); Ability to distinguish colors
- While performing the duties of this job, the employee is regularly required to sit, and talk or hear
- The employee is occasionally required to stand, climb or balance; walk; reach with hands and arms and stoop, kneel, crouch, or crawl

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Regular exposure to a variety of animal species
- Ability to work evenings, weekends and/or holidays as business operations demand
- The noise level in the work environment can be loud
- While performing the duties of this job, the employee is occasionally exposed to fumes or airborne particles (pet dander) and toxic or caustic chemicals
- The employee occasionally works in a variety of environments including outdoor events, public and private indoor spaces and may be exposed to elements consistent with these environments

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***BENEFITS:**

FULL-TIME EMPLOYEES (AT LEAST 30 HOURS/WEEK):

- Medical Plan - Kaiser High Deductible Health Plan (HDHP) with Health Reimbursement Arrangement
- Dental/Vision Plan
 - Includes Orthodontia for dependent children
- Domestic Partner Coverage (Medical and Dental plans)
- Life Insurance
- Long Term Disability Insurance

ALL REGULAR EMPLOYEES (AT LEAST 20 HOURS/WEEK):

- Employee Assistance Program
- 403(b) Retirement Plan
- Paid Holidays
- Paid Vacation
- Sabbatical Leave
- Fitness Reimbursement Program
- Section 125 Cafeteria Plan

ALL EMPLOYEES (INCLUDING PART-TIME AND TEMPORARY):

- Paid Sick Leave

To apply, please use the following link to create an applicant account, complete an application and upload resume/cover letter

<https://secure.saashr.com/ta/i.MHS.careers?ApplyToJob=520245259>