



## *Job Description*

<b>Position Title:</b>	<b>Annual Fund and Corporate Relations Officer</b>
<b>FLSA Status:</b>	<b>Exempt</b>
<b>Salary Grade:</b>	<b>17</b>
<b>Department:</b>	<b>Development</b>
<b>Location:</b>	<b>Salem Facility</b>
<b>Supervisor:</b>	<b>Chief Development Officer</b>
<b>Supervises:</b>	<b>None</b>
<b>Revised Date:</b>	<b>1/7/2020</b>

**Position Purpose:**

The Annual Fund and Corporate Relations Officer will support the mission of Feeding America Southwest Virginia and will play a key role in increasing growth in philanthropic revenue through expansion of the Annual Fund program and Corporate Relations partnerships. The position provides an excellent opportunity for a highly accomplished individual to develop strategies and implement tactics that will successfully broaden private support, grow the donor pipeline, upgrade levels of giving, and provide increasing levels of general operating support for ongoing and expansion programs.

The Annual Fund and Corporate Relations Officer is responsible for developing and managing strategic annual fundraising programs to encompass multi-channel solicitations including direct mail, digital and social media appeals, special events, and personal and corporate solicitations. He/she oversees annual fund gifts record management, donor acknowledgement, donor stewardship and annual recognition programs. The Annual Fund and Corporate Relations Officer will expand and strengthen annual corporate and community giving resulting in sponsorships, grants, corporate employee giving/matching programs, as well as managing a comprehensive corporate recognition, sponsorship, engagement partnership program. He/she will be an active solicitor, decision maker, and contributor to the external relations programs and special events. The position reports to the Chief Development Officer, serves a key staff role on the Development team, provides supervision of support staff and volunteers, and participates on committees and work teams for special events and collection drives for food and funds.

**Position Essential Functions and Responsibilities:**

*To be successful in this role, an individual must be able to perform in a satisfactory manner the functions or responsibilities listed below.*

**Position Responsibility (Expected Work):**

1. As the Major Gifts Officer, he/she will demonstrate a professional demeanor in interactions with all FASWVA staff, agencies, donors, government officials and the general public.
  - Keep informed and consistently practice the policies and procedures of Feeding America Southwest Virginia, Feeding America national office, and other regulations regarding compliance.
  - Possess knowledge of Feeding America Southwest Virginia and all programs.
  
2. The Annual Fund and Corporate Relations Officer reports directly to the Chief Development Officer and is responsible to develop an overall strategic direction for the annual fund and corporate philanthropy program including developing, contact strategies, objectives and budget for the annual and corporate relations program to achieve strategic goals and annual funding priorities of the Food Bank.

**Strategic Planning and Budget Management**

- Oversee ongoing statistical analysis, revenue benchmarks, and fundraising expenditures to evaluate the overall growth and performance of the Annual Fund, corporate philanthropy, engagement programs, and individual campaigns.

- Use results of evaluations to refine existing programs and recommend and implement new and creative strategies to maximize annual revenues.
- Manage new initiatives for middle-level giving programs through strategic and tactical planning into implementation.

### **Program and Production Management**

- Meet established fundraising goals to support operational revenue needs which exceed \$2 million annually.
- Manage the operations and execution of the Annual Fund, mid-tier donor solicitations, and Corporate Relations program, to ensure that all campaign deadlines are met.
- Identify segmentation strategies that will achieve revenue growth and increase the donor pipeline.
- Direct and execute strategic direct mail, digital and email solicitations that includes donor acquisition, gift renewal and upgrades.
- Manage staff and liaise with vendors, agencies, freelancers and other external suppliers/contactors to develop creative and execution of all direct solicitation marketing campaigns.
- Integrate fundraising efforts across all channels for effective fundraising success and collaborations.
- Monitor and manage collaborations with Feeding America national network for shared acquisition direct mail and digital solicitations and to maintain donor suppression, ownership and record integrity.

### **Individual Solicitations**

- Maintain and manage an assigned solicitation portfolio of annual giving donors and prospects (individuals, corporations and foundations) with giving capacity ratings at the mid-tier giving level (\$500-\$4999) for purposes of cultivation, solicitations and stewardship.
- Meet annual revenue and activity goals for expanding the donor base including identification, cultivation, solicitation and stewardship of donors at the mid-tier level.
- Maintain an active calendar of face to face field meetings with individuals, corporations and foundation's representatives to achieve revenue and solicitation goals.
- Involve members of the Board of Directors and other volunteer fundraisers as appropriate in annual and special solicitation programs.

### **Corporate Relations**

- Oversee implementation and management of the Project 360 Partner Program, a recognition program for corporate philanthropy to increase corporate engagement and annual support at the \$10,000 level and above (including annual gifts, volunteers and food and fund drive involvement).
- Personally solicit, manage relationships, and guide the solicitation process for select corporate and foundation prospects to include face to face meetings, presentations, facility tours, proposals and general communications to meet specific activity and revenue goals.
- Develop strategies for corporate solicitations including event sponsorships packages, advertising, food and fund drives, cause-related marketing opportunities, public relations and co-branding activities.
- Strategize with senior staff and identify corporate and foundation funding opportunities to include producing custom proposals, gift requests and supporting materials.
- Oversee resource development through corporate matching gift and employee giving programs.
- Identify sources of continuous and new matching gift opportunities.

### **Reporting/Analysis and Database Management**

- Oversee the donor records management and gift acknowledgment processes supported by DonorQuest.

- Ensure staff maintains integrity of data, timely record and gift processing, and donor recognition and acknowledgment while adhering to established policy and non-profit guidelines.
- Ensure the mailings and other initiatives have been segmented as outlined by the contact strategy to avoid cross-over/duplication in outreach and to adhere to deadlines for contracted delivery services.
- Ensure development of test and segmentation strategy for campaigns.
- Work with Database manager to extract data accurately for each campaign.
- Prepare individual campaign reports, contact reports and monthly revenue/expense reports on a monthly basis and as requested.
- Work with the Database manager to reconcile revenue and expense with the finance team monthly.
- Assists in updating departmental SOP's.

### **Donor Relations**

- Manage donor recognition for annual giving, monthly donors, and Project 360 Partner programs.
- Resolve donor issues and respond to inquiries and suggestions in a timely and appropriate manner.
- Review all upcoming campaigns with donor services to ensure that input and back end servicing for the donor is understood, accurate, and recognition activities are executed.
- Manage personalization gift acknowledgement for middle level donors, annual recognition programs, and custom contacts including personal phone calls and handwritten notes.

### **Communications**

- Work closely with the Marketing and Communications Coordinator to ensure targeted and effective donor centered communications that are consistent with overall marketing and communications themes.
- Create annual strategic communication marketing plans to acquire and upgrade donors through various communication channels including, social media, and website messaging.
- Create well written and effective solicitation letters, phone scripts, proposals and on-line grant requests.
- Contribute compelling and market driven content for the web site, newsletters and social media messages.
- Develop strong working relationships with program staff to understand and articulate needs and case for support.

### **Volunteer Management**

- Create, develop and execute a highly effective and sustainable corporate volunteer component within annual giving and Project 360 partnerships.

### **Leadership**

- Recruit, train, and provide leadership to volunteers, staff and Board members involved in the fundraising process – from direct mail administration to solicitation and gift acknowledgment.
- Maintain compliance with established Food Bank directives, policies and external regulations.

### **Diversity:**

Demonstrate a core value of diversity by modeling and ensuring diversity and cultural competency (respect, inclusiveness, reflecting, valuing and welcoming of cultural differences) in all position responsibilities regardless of age, color, disability, gender, gender identity or expression, social class, marital status, national origin, race, ethnicity, religion, sexual orientation, veteran's status, nationality, age, language, origin or employment status.

**Other functions:**

- Promote a cooperative spirit within the organization and among internal and external participants.
- Supervise interns or volunteers as assigned.
- Perform other duties as assigned by the Chief Development Officer and the President and CEO.

**Interface: Responsible in maintaining positive relationships.**

- Interfaces with the general public, donors, corporations and other key individuals and contacts.
- Conducts facility tours, as assigned.
- Performs public speaking engagements and presentations.
- Daily interaction with the development team, President and CEO and others as necessary to ensure consistency in content and messaging.

**Minimum Skills and Qualifications required to capably performing in the position.**

**Training, Education and Experience:**

**Education:**

- Bachelor's degree with five or more years of progressively responsible successful experience managing fundraising campaigns required.

**Experience:**

- Previous leadership experiences with responsible decision making authority in the management and evaluation of work assigned to personnel preferred.
- Applied knowledge of management principals, practices and budget development desired.

**Knowledge, Skills and Abilities:**

- Ability to design, implement and execute an annual giving plan, including individualized cultivation, solicitation and recognition strategies with proven successful outcomes.
- Ability to meet face to face with donors and demonstrate a conversational knowledge of various giving methods including annual, major, corporate, sponsorships and planned giving.
- Experience with donor/constituent relationship management data base tools and systems.
- Understanding of business and corporate philanthropy and appropriate solicitation methods.
- Requires attention to details, with the ability to prioritize multiple projects; meet simultaneous deadlines, provide deliverables, and transact business diplomatically.
- Understanding the non-profit's role in connecting people with resources.
- Working knowledge of on-line and social media fundraising.

**Allowable Substitutions:** Combination of education, experience, and/or training that provides the required knowledge and skills for the position may be considered in lieu of education and/or experience at the company's discretion.

**Flexibility:**

- Ability and willingness to travel in the 26-county region of the Food Bank's service area and available for occasional evening and weekend travel and events.
- Be willing to work overtime and mandatory days set forth by the organization on short-notice.
- Be willing to work flexible coverage as needed.

**Team Commitment:**

Considers the benefits and consequences to the team when taking action, openly share ideas and information with others, effectively complete work activities with and through others, helps others achieve goals and

complete work to meet the needs of the team and organization. Criticize actions, when necessary not people and effectively negotiates win-win outcomes.

**Language Skills:**

- Must have professional written and verbal communication skills with demonstrated ability to communicate effectively and convey concepts in an understandable way.
- Ability to communicate effectively with all Board and staff members.

**Mathematical Skills:**

- Analytical skills and the ability to perform basic math functions for reports and forecasting.

**Technical/Computer Skills:**

- Proficiency required in use of Outlook, Word and Excel of the Microsoft Office Suite of software.
- Capable of learning and independently operating equipment required for the position including but not limited to printer, multi-use copier, fax, postage machine and phone system.
- Demonstrated experience with a variety of donor and gift management software and systems.

**Other Skills and Abilities:**

- Ability to maintain confidentiality at all times.
- Must be reliable and dependable.
- Positive work ethic, good relationship management skills and team-oriented attitude.
- Maintain compliance with established Food Bank directives, policies and external regulations.

**Licenses and Certificates:**

- Must have a valid Virginia's driver's license, capable of driving, and own transportation to work. Must maintain a safe driving record in driving company vehicles.

**Team Commitment:**

- Considers the benefits and consequences to the team when taking action, openly shares ideas and information with others, effectively completes work activities with and through others, helps others achieve goals and complete work to meet the needs of the team and the organization. Criticizes actions, when necessary, not people and effectively negotiates win-win outcomes.

**Flexibility:**

- Ability to be adaptive and flexible with a positive, confident spirit.
- Be willing to work overtime and on mandatory days set forth by the organization on short-notice.
- Be willing to work flexible coverage as needed.

**Physical Demands:**

The demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the tasks outlined in this job description.

The position operates primarily in an office setting within the food bank. This position requires sitting at a desk and in meetings for long periods of time and involves extensive computer work with frequent interruptions. Vision abilities required include close vision and the ability to adjust focus. Routine travel to meetings, functions and special events is normal. Occasionally, may be required to respond to organizational needs outside of normal working hours. The employee may be required to walk, stand, push, pull, lift, bend, and carry objects up to 30 pounds. With forklift traffic in the facility and product stacked and stored throughout, this position requires someone who is mobile and who can hear and watch for traffic and normal hazards of a warehouse

environment. Frequently, conducts work in an external environment which requires driving. Conducts work in a fast paced and deadline driven environment.

**Work Environment:**

*Feeding America Southwest Virginia is an equal opportunity employer and embraces a philosophy that recognizes and values diversity. Our goal is to attract, develop, retain and promote a talented diverse workforce in a culture where all employees will contribute to their fullest potential. This description provides information regarding the essential function of the designated job, and the general nature and level of work associated with the job. It should not be interpreted to describe all the duties whose performance may be required of such employees or be used to limit the nature and extent of assignments the individual may be given. This job description is not an employment agreement or contract.*

I understand the requirements of the job.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_  
(Please print name) (Employee Signature)

Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_  
(Please print name) (Supervisor Signature)

