



## Channel One Regional Food Bank

### Annual Campaign Manager Job Description

**Classification:** Full-time, Exempt  
**Reports to:** Director of Development and Communications  
**Job Function:** Development

#### Job Summary

The Annual Campaign Manager works as an integral part of the development team and will report to the Director of Development & Communications. The position will focus on building a year-round fundraising plan for the stewardship of donors who give below \$5,000 annually. The fundraising plan will include campaigns, customized stewardship strategies for individuals, materials that effectively communicate Channel One's message, and moves management to help drive development goals.

The Annual Campaign Manager takes responsibility for using traditional fundraising and digital marketing methods to communicate Channel One's mission and vision to our supporters.

#### Key Responsibilities

Develop & manage the strategy for monthly and mid-level donor (\$500-\$5,000) programs.

1. Work in partnership with the Communications and Marketing Coordinator and direct marketing partners to deliver successful, coordinated campaigns for monthly and mid-level donors.
2. Manage a portfolio of mid-level donors and qualify prospects for major gift portfolios.
3. Create, execute and track the moves management strategy for all assigned donors.
4. Support Director of Development and Communications and CEO with portfolio management and major gift program coordination (i.e., donor research, moves management, tracking interactions in Bloomerang, etc.)
5. Coordinate personal acknowledgements for all portfolio donors and ensure timely and appropriate thank you letters, calls, and outreach in accordance with an established donor stewardship strategy.
6. Partner with Administrative Coordinator to ensure successful segmentation, tracking, reporting and analysis of monthly and mid-level donors.
7. Establish and monitor key performance indicators for monthly and mid-level donors, modifying strategies as necessary to meet program and revenue goals.
8. Assist with other fundraising projects, activities, and events as necessary and assigned to reach the food bank's revenue goals.
9. Work with Development and Communications Director to manage written development/communication plan, including short and long-term fundraising goals and objectives and overall fundraising strategy

## **Supervision**

1. Supervise the Communications and Marketing Coordinator, Grant Writer on identifying and applying for available grant opportunities, and the Administrative Coordinator on the consistent and accurate entry of donor and gift information in Bloomerang.
2. Coach, mentor and cultivate each of the above staff and develop goals for each position that support Channel One's mission and strategic plan.
3. Conduct probationary and annual performance reviews to assigned above staff members, assisting in periodic job description reviews and updates as needed and working with Executive Director to determine appropriate pay levels and employee recognition.

## **Other**

1. Conduct community and individual tours of Channel One facility as needed to create goodwill, educate, and build support for the work of Channel One Regional Food Bank
2. Create and maintain positive, active community relationships; participate with service clubs and other organizations, as appropriate
3. Oversee dissemination and review of department information for reports, including Feeding America Network Activity Report (NAR), United Way, annual report and others
4. Properly store and maintain files and calendar in shared company folder

## **Qualifications**

- Bachelor's degree plus at least three to five years of development experience
- Experience in cultivating, soliciting and stewardship of donors
- Demonstrated track record of securing gifts from individuals, corporations, and institutions
- Strong skills in leadership, team-building, problem-solving, time management
- Strong interpersonal/relationship building skills
- Excellent verbal, public speaking, presentation, and written communication skills
- Computer proficiency – Windows/MS Office, donor management CRM
- Willing and able to work evenings and weekends as necessary
- Well-disciplined self-starter, able to manage multiple projects and achieve goals
- Supervisory experience
- Nonprofit human service experience a plus