



## Donor Relations Manager Job Description

<b>JOB TITLE:</b>	DONOR RELATIONS MANAGER
<b>REPORTS TO:</b>	CEO
<b>HOURS:</b>	Full time, exempt
<b>PAY RATE:</b>	<b>\$45,000-55,000.00</b>

### **JOB SUMMARY:**

Under the supervision of the Chief Executive Office ("CEO"), the Donor Relations Manager is responsible for the overall success of Roice-Hurst Humane Society's fundraising program. The Donor Relations Manager develops fundraising strategies to sustain Roice-Hurst Humane Society's mission, overseeing all development activities, which may include gift processing, major gifts, capital campaigns, special events, grant writing, direct mail, planned giving, donor stewardship, donor database management, and donor recognition.

### **WORKING RELATIONSHIPS:**

The Donor Relations Manager works closely with the CEO to develop an annual development plan and timeline, document funder meetings, and evaluate budgeted versus actual fundraising regularly. The Donor Relations Manager works with the development team to ensure communication, events, and planning are aligned with the strategies of each year's development plan. The Donor Relations Manager works with the CEO and Board of Directors to identify, cultivate, solicit, and steward major gift support. The Donor Relations Manager works with the Executive Assistant to schedule meetings for the CEO with major donors, prospects, and other individuals as identified in the development strategy.

### **ESSENTIAL JOB RESPONSIBILITIES: DEVELOPMENT**

- Plans and carries out an annual development plan and timeline noting strategies for reaching the fundraising budget as it relates to individual gifts, capital campaigns, fundraising events, grant writing, direct mail, planned giving, donor relations and donor recognition.
- Creates a long-term donor stewardship and retention plan to develop, manage, and grow ongoing individual donor, corporate sponsorships, and foundation relationships. Ensures proper and timely donor recognition and stewardship.
- Makes and/or assigns donor thank-you calls and/or emails in accordance with the donor retention plan.
- Tracks and analyzes fundraising results and trends to ensure efficiency, successful implementation, and continuous improvement.
- Informs CEO and Leadership Team about RHHS' development strategy and donor development efforts and engages, inspires, and educates all staff on a Culture of Philanthropy.
- Works with the Executive Assistant to schedule monthly cultivation events for targeted donors, prospects, and influential community members.

- In conjunction with the CEO and BOD, identifies, cultivates, solicits and stewards major gift support for both unrestricted and restricted giving campaigns. Communicates regularly with board members to build a donor prospect list and determine giving capacity for current donors.
- Implements a legacy giving program and works with the Relationships and Events Coordinator and Communications Coordinator to communicate planned giving options on the Roice-Hurst website and through various methods to targeted audiences.
- Researches donors, prospects, and companies and note relevant details, including known giving capacity in donor CRM.
- Maintains and regularly updates a list of all VIP and legacy donors.
- Engages and inspires staff and volunteers to support fundraising efforts.
- Communicates with the Bookkeeper to prepare weekly acknowledgments and thank-you letters to donors, and sends such communications once signed by the CEO.
- Prepares weekly, monthly and annual reports on all fundraising activities.
- Meets regularly with the fundraising committee to assess and develop fundraising strategies.

#### **ESSENTIAL JOB RESPONSIBILITIES: MARKETING STRATEGY & EVENTS**

- Works with Communications Coordinator to plan marketing/communications for fundraising initiatives, including a timeline of projected mailings, social media posts, donor recognitions, and other communications.
- Works with Relationships and Events Coordinator to create and maintain an events plan, including a timeline of projected events and associated marketing, media contact lists, and community calendars.
- Works with Events Coordinator to maintain a list of current potential event and shelter sponsors. Calls prospective sponsors, soliciting assistance from event committee members and the CEO as necessary.
- Edits and manages [relationships@rhumanesociety.org](mailto:relationships@rhumanesociety.org) email account.
- Ensures contact information and lists are kept current in Neon.
- Works with CEO to develop, plan and execute coordinated campaigns for various services, events, programs, and promotions.
- Proofreads and edits communications and marketing materials as needed.
- Assists with developing and executing content strategy, especially as related to donor communications and fundraising initiatives.
- Identifies and proposes additional fundraising and event opportunities, as applicable.
- Assists with other marketing initiatives as needed.

#### **ESSENTIAL CUSTOMER CARE:**

- Serves as a team member by providing prompt, respectful, and knowledgeable service to customers, volunteers, and the general public. Treats people with empathy and patience.
- Communicates effectively and respectfully to all customers, volunteers, and the public.
- Maintains adopter, relinquisher, donor, vendor, and customer confidentiality.

## **ESSENTIAL RESPONSIBILITIES: OTHER**

- Must be committed to the mission, vision, values, policies, and goals of RHHS.
- Must embody "Default Empathy" philosophy and wellness principles.
- Reports any maintenance or safety issues of the office facilities and equipment immediately to the Shelter Manager.
- Safely operates the RHHS van and/or personal vehicle to transfer animals as needed.
- Maintains a clean and organized work area.
- Checks and responds to email at least once every shift.
- Follows safety guidelines to ensure a safe work environment.
- Complies with RHHS personnel policies.
- Adheres to the RHHS Standard Operating Procedures manual.
- Functions as a cooperative member and leader of the RHHS team, and works in a positive manner with volunteers, donors, customers, and staff, recognizing their individual contribution to the success of our organization.
- Maintains data for RHHS' metrics collection and assessment as assigned, and reports on how current data relates to organizational trends and goals during metrics meetings.
- Attends staff, leadership team, and metrics meetings.
- Periodically attends Board meetings for the purposes of providing status of shelter operations.
- Operates RHHS telephone system, computers, and copiers.
- Performs additional duties and responsibilities as assigned.

## **EDUCATION, EXPERIENCE, KNOWLEDGE, SKILLS, AND ABILITIES:**

- Must have strong written and spoken English skills; bilingual (Spanish) speaking and writing ability preferred.
- Must have excellent written and oral communication skills, especially active listening and empathetic speaking. Must have exceptional knowledge of grammar, punctuation, and spelling.
- Minimum education level: Bachelor's Degree in marketing, public relations, communications, or related experience strongly preferred
- Minimum experience: 3 years' experience in marketing, public relations, or related field.
- CFRE certification preferred.
- Must have a valid Colorado driver's license, a good driving history, and a current insurance policy.
- Must competently use Neon CRM or similar customer relations management software; the Microsoft Suite, including Microsoft Word and Excel; Quickbooks; the Google Suite; content creation software; shelter software; web browsers; and other technology as necessary.
- Must be professional, flexible, and handle difficult and sensitive situations with diplomacy and discretion.
- Must have strong emotional intelligence and display strong interpersonal skills.
- Must work independently and confidently using superior discretion and judgment.

- Must have strong project management skills and ability to handle large amounts of e-mail and telephone correspondence in a timely and professional manner.
- Must have excellent organizational and time-management skills.
- Must be able to write reports and correspondence professionally.
- Must work collaboratively and build trustworthy relationships.
- Must work alone or with minimal supervision. Must be self-motivated.
- Must have ability to prioritize with strong problem-solving skills and flexibility.
- Must maintain excellent follow-through skills and strong attention to detail.
- Must be able to multi-task and handle several issues simultaneously.
- Must be energetic, team-oriented, and quality minded.

**PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:**

- Must perform a variety of light tasks, such as sitting and standing, lifting up to 20 pounds repetitively, typing, writing, answering phones, and filing.
- Must handle animals. Must work safely around unruly, vicious, sick, injured, dangerous, or deceased animals, chemical compounds (e.g., bleach, disinfectants, medications), and understand there is a risk of exposure to parasites and infectious diseases.
- Must work when and where needed by the organization. Must be willing to work irregular hours, weekends, holidays and overtime when necessary. Must be flexible with schedule changes and short notice overtime requests.
- Work can occur in an office setting, animal areas, on the grounds of the shelter facility, office building, or off-site. Must be able to work in an environment with elevated noise levels.
- Must work under pressure with public audience and have patience and tact when working with difficult or emotional people and situations.
- Must perform a variety of tasks in all weather conditions, including standing, kneeling, walking, stooping, and crouching.
- Must not have an allergic condition that prevents the employee from performing any essential function of the position, with or without reasonable accommodation.

**I have read my job description and understand it in its entirety. I agree to perform the listed duties and responsibilities to the best of my ability.**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_