# Georgia Mountain Food Bank

Job Description

**Title:** Fundraising Manager

**Department:** Development

**Reports To:** Executive Director

**FLSA Status:** Exempt/Full-time

# Summary

The Fundraising Manager collaborates with the Executive Director, contracted fundraiser, Food Bank staff, and other firms to expand and diversify the base of annual and capital donors to support fundraising goals of the organization. This includes individual donor programs such as monthly, planned, and online giving, as well as corporate giving through sponsorships and year-end gifts. The Fundraising Manager is strategic yet organized and administrative, utilizing Donor Perfect to analyze and grow donor counts and revenue for Georgia Mountain Food Bank. Remote work is allowed but not on full-time basis.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned.

* Oversee individual and corporate giving to annual and capital funds, identifying areas for growth, developing, maintaining and promoting giving programs, such as corporate sponsorships, third party fundraisers and planned giving.
* Analyze giving patterns and online/print research resources to identify, qualify, steward, and solicit prospects for the middle gift tier ($250-$4999). Recommend individuals for personal follow-up by the Executive Director or contracted fundraiser.
* Oversee the strategy and implementation of a robust monthly giving program. Set and create goals for program growth, evaluate audiences for inclusion in the sustaining donor solicitations, and ensure an effective solicitation, welcome, maintenance, upgrade, and communications with all sustaining donors.
* Contact donors for the purpose of thanking, qualifying, and upgrading them, or responding to questions or concerns. Independently or with consultants, create and manage written communications with donors, including thank you letters and proposals.
* Ensure that the online giving experience, through website and social media, adheres to best practice, conduct regular testing and evaluation of online giving pages to optimize performance.
* Develop and produce reports on a weekly, monthly, quarterly, and annual basis to analyze progress towards goals, gifts by solicitation vehicle, and to analyze overall donor trends related to renewal, upgrade, and donor attrition. Suggest and adjust strategies, as needed.
* Collaborate with Executive Director and contracted fundraiser on digital fundraising, messaging, and all other necessary projects.
* Assure the accuracy and integrity of donor and prospect information in the Donor Perfect database, including individual donor ratings and research.
* Participate in any special event planning and implementation and other departmental activities as needed, such as corporate volunteer groups and events.

**Skills & Competencies**

To perform the job successfully, an individual will demonstrate teamwork, commitment, written and verbal communication and organizational skills. This position requires attention to detail, time management and ability to prioritize. This position requires energy, enthusiasm, and a flair to work hard to achieve ambitious targets. Ability to think, research, and multitask are extremely important.

**Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* MS Office Suite, especially Word, Excel, Outlook mail and calendaring
* Donor Database, Donor Perfect experience preferred
* Internet savvy, particularly in areas of research
* Strong intrapersonal and writing skill
* Ideally from Gainesville, GA, or surrounding area, with familiarity of donor community

**Education and/or Experience**

* Previous experience in fundraising/development, preferred
* Bachelor’s Degree preferred, or equivalent combination of education and experience

**Certificates, Licenses, Registrations**

Must have valid driver’s license with safe driving record.

**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.

* Occasionally required to stand; walk; sit; reach with hands and arms and taste or smell
* Occasionally required to climb or balance and stoop, kneel, crouch, or crawl
* Occasionally lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds

**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.

* Noise level moderate
* Usually works in office setting
* Frequently works on site events, expos, etc.

**Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Supervisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**