Direct Response Fundraising Manager

Salary Range: $62,000.00 To $80,000.00 (USD) Annually
Worker Category: Full Time Regular

DEPARTMENT: Development and Membership
REPORTS TO: Deputy Director of Development and Membership

PRIMARY OBJECTIVE: Manages the implementation of all aspects of a successful direct response fundraising program for Bread for the World and Bread for the World Institute to achieve annual membership revenue goals and objectives through multi-channel fundraising campaigns.

PRIMARY RESPONSIBILITIES/ACTIVITIES:
Direct Response Fundraising and Member Acquisition: 80%

1. Manages the day-to-day relationship with the direct response agency to implement the direct mail, digital and telephone fundraising and member acquisition program.
2. Oversees plans for each project, making strategic and creative suggestions; reviews segmentation and coordinates data requests.
3. Coordinates copy development and secures necessary sign-off and approval from internal staff; reviews and edits copy and artwork for each project, ensuring proper branding and messaging.
4. Provides leadership in promoting and sustaining the Baker's Dozen monthly giving program.
5. Manages donation pages, donation forms and form autoresponders using the Luminate Online eCRM platform, ensuring proper source coding.
6. Imports online donations daily into our database of record and reconciles gift.
7. Serves on the Digital Campaign Team, a cross-departmental team which meets biweekly to design, plan and implement digital campaigns for outreach to the organizations' online community; ensures coordination with fundraising campaigns; may provide leadership for projects within this team.
8. Maintains the schedule and arranges placements of membership ads in printed publications.

Reporting and Analysis: 15%

1. Monitors and evaluates results and the success of direct response fundraising projects and member acquisition initiatives; reviews statistical and analytic reports on a weekly basis; and produces special reports for additional analysis.
2. Manages appeal and mailing information in the Raiser's Edge database and works with the Information Systems team to ensure the accuracy and integrity of the database.
3. Works closely with the Deputy Director of Development and Membership to prepare annual budgets and strategic plans.

SECONDARY RESPONSIBILITIES/ACTIVITIES: 5%

1. Monitors current trends and topics in direct response fundraising.
2. Provides coverage for other Development and Membership team members as needed.
3. Represents the Department and participates in organization-wide task forces and committees as appropriate or assigned.
4. Other tasks as assigned.

SUPERVISION EXERCISED:
Manages day-to-day relationship with the direct response agency.

SKILLS/KNOWLEDGE REQUIRED:

- BA or BS degree required and a minimum of five years' work experience with similar responsibilities in direct response fundraising, development or communications.
- At least three years of experience working as a staff person in an organization's development, advancement or marketing department.
- Proven track record of managing and implementing direct response projects or equivalent projects and experience utilizing project management principles.
• Ability to meet deadlines on a daily basis and strong attention to detail.
• Working knowledge of mainline Catholic and Protestant church, a familiarity with Christian faith perspective, and experience with advocacy to end hunger.
• Strong experience in writing, proofreading, and editing for fundraising purposes.
• Strong computer skills, including high proficiency with Excel and constituent databases software; Raiser's Edge, Luminate Online eCRM or other similar eCRM software is preferred.
• Knowledge of social media such as Facebook, Twitter, Instagram, and YouTube, for fundraising/list growth purposes.
• Strong analytical skills, including ability to conduct research and analyses of multiple factors related to communicating with Bread's large and growing network and make data-driven recommendations and decisions.
• Ability to develop collaborative relationships internally and externally which require a high degree of diplomacy and judgment in order to address and resolve substantive conflicts or escalate concerns to management.
• Demonstrated ability to maintain a professional demeanor including dependability, flexibility, willingness to learn, and problem-solving skills.
• Commitment to the mission and faith basis of Bread for the World and ability to communicate the case for supporting Bread.

CULTURAL EXPRESSIONS:
Bread is committed to advancing racial equity externally and internally, all staff members play a vital role. In the course of our work, each staff person should work to apply a racial equity lens to their work and practices; and participate in racial equity and racism on-going training. Bread is also committed to being an equal opportunity employer. Bread does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin, disability, marital status, sexual orientation, military status, in any of its activities or operations.

WORK ENVIRONMENT ISSUES:
Some travel may be required. Must be responsive to emails and phone calls off-site during evenings, weekends, and holidays to support time-sensitive matters.

DISCLAIMER: The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

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