



JOB TITLE: Development Manager
EXEMPT: Yes
REPORTS TO: Vice President, Development
JOB DESCRIPTION UPDATED: May 2021

Our mission is to assure the compassionate treatment of all animals through rescue, rehabilitation, protection, and education.

SUMMARY: The Development Manager is vital to positioning SPCA Monterey County in the forefront of a diverse audience of donors and donor prospects through direct mail and digital communications. S/he develops and manages the annual direct mail and online giving programs and is accountable for meeting revenue goals as determined on an annual basis. This position requires the ability to photograph animals and people, as well as research, write and develop content that is meaningful and compelling to our donors. Write emotionally driven stories of animals who have been rescued, abused, abandoned or adopted and share the mission and work of SPCA Monterey County with our donors. This position is responsible for finding and creating content by collaborating with SPCA departments and sharing with donors via a robust direct mail program and regular emails with the goal of securing financial support, retaining donors and stewarding relationships. Oversee annual Bow Wow & Meow Donor Appreciation Breakfast in conjunction with Vice President, Development and Community Outreach team. Research grant opportunities, write and submit grant proposals and report as required by Foundations. Supervise Events Manager and Development Assistant.

ESSENTIAL DUTIES AND RESPONSIBILITIES

DIRECT MAIL AND ONLINE FUNDRAISING

- Manage production and deployment of digital, direct mail and integrated fundraising campaigns.
- Work with contracted vendor to define and produce designs, themes, messages, and timing. Research and determine stories for appeals, photograph featured animals, update story and vendor provided content to meet our messaging and tone. Review and proof all materials by designated deadlines.

- Photograph animals/staff, select and edit photographs as needed to support digital and mail content to support appeals.
- Using Luminate Online, build and execute email campaigns for integration with mail campaigns. Create and provide lightbox and homeslide graphics to Community Outreach for website
- Ensure that all accompanying assets including home slides, lightboxes, donation pages, social media ads, automated gift receipts, and gift acknowledgment letters are coordinated and aligned by campaign.
- Working with Vice President of Development and vendor, establish an annual budget
- Work with external vendor to accurately deliver direct mail campaign strategy, design, print, and execution. Develop segmentation strategies to increase response rates and giving levels. Query, export, proof and submit segmented mailing lists as determined by vendor.
- Track results and report on performance; provide results to vendor on a weekly basis. Provide other data and donor reports to vendor as appropriate for overall analysis and metrics.
- **Other Digital Campaigns & Communications:**
 - Working in collaboration with Donor Relations Coordinator, develop and implement campaign on an annual or semi-annual basis to acquire new Constant Companion monthly donors
 - Plan, develop content, design and produce regular monthly e-newsletter to our housefile. Deploy emergency appeals, current “hot” stories or other donor updates as necessary.
 - Select and edit photographs as needed to support campaign emails and webpages.

MAJOR EVENTS

- Provide assistance as needed in the execution of major events including but not limited to: Day of Giving, Wag n’ Walk, and Tux & Tails.
- Assist the Events Manager with the production of mailing lists needed for solicitations and invitations.

- Research opportunities for increased fundraising with major events and work collaboratively with Events Manager to use tools and techniques that will lead to increased revenue and improved donor experiences.
- Participate as needed or directed on the day of a major event.
- Participate in on-site donor cultivation events on an as-needed or directed basis.

FOUNDATION GRANTS

- Research opportunities for grant funding for specific SPCA programs and for general support.
- Oversee all aspects of grants and foundation proposals including writing, budget, research, cultivation, data collection, evaluation, and reports.
- Schedule site visits as requested.

DEVELOPMENT AND DATABASE ADMINISTRATION

- Run NCOA on a quarterly basis.
- Prepare weekly reports on fundraising activity for Vice President, Development.
- Regularly update acknowledgment letters to match each direct mail campaign, event fundraising, or other donations including major gifts, tribute donations, in-kind donations, and foundation gifts.
- Manage and update Omatic import functionality as needed
- Resolve problems with the Raiser's Edge software and the Blackbaud remote server using the online knowledgebase or customer support.

DONOR SERVICES, PUBLIC IMAGE, AND EDUCATION

- When receiving phone calls relating to development issues, answer all questions correctly, find the answer if you don't know it, or see that questions are referred to the appropriate party or parties.
- Greet visitors on site who are seeking donation information; answer questions and introduce guests to other staff when appropriate.
- At all times maintain a pleasant, courteous and tactful attitude with the public. Refer issues or difficult situations that cannot be solved to the Vice President, Development or other senior or middle manager.

- Be knowledgeable and adhere to the goals and objectives of The SPCA. Share this knowledge with members of the public when appropriate.
- Educate the public when and where appropriate to the mission and goals of the SPCA.
- Adhere to the high standard of transparency and integrity, which is integral to all SPCA interactions with staff, volunteers, and the public.

OTHER RESPONSIBILITIES

- Ensure that all development work areas are maintained in a clean, safe and presentable manner at all times.
- Report all safety issues immediately to the Vice President, Development, Vice President, Operations, and Facilities Manager and refer physical maintenance requests to the Director of Operations and Maintenance Supervisor with a copy to the Vice President, Development.
- Maintain and communicate the mission of the SPCA.
- Actively support decisions, policies and adhere to procedures developed and directed by the SPCA President & CEO, Senior Staff, and Managers.
- All other duties as assigned.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Requirements listed below are representative of the knowledge, skill and/or ability required.

KNOWLEDGE/SKILLS REQUIRED

- 5+ years of non-profit fundraising experience
 - Must have strong computer skills, with advanced level skills working with Raisers Edge, RE NXT, and Luminate Online. Significant experience working with graphic design software, Microsoft Word, Excel, Google Docs.
 - Experience implementing and deploying email marketing campaigns.
 - Outstanding written fundraising communication skills including copyediting and proofreading for print and digital deployment.
 - Strong photography skills and comfort working with and handling animals
 - Strong organizational and project management skills are key along with the ability for managing multiple projects concurrently in a fast paced environment.

- Excellent oral and written communication skills. Demonstrated knowledge and command of business English, grammar and composition.
- Willing and able to work collaboratively and cooperatively with others to constructively solve problems and resolve conflicts.
- Must be team-oriented and communicate effectively with the public, fellow employees and volunteers.
- Exhibit willingness and ability to adjust tasks in accordance with changing deadlines and priorities.
- Organized, detail-oriented, good problem solver.
- Ability to analyze data and prepare statistical reports as directed.

PHYSICAL DEMANDS and WORK ENVIRONMENT: Physical demands and work environment characteristics 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.

- PHYSICAL DEMANDS: While performing the duties of this job, the employee is required to sit at a desk and work at a computer with a video display terminal for long periods. Will occasionally stand, walk, lift 0-10 pounds overhead, lift 10-20 pounds below the waist, carry, push and pull 10-20 pounds, stoop, kneel and reach. Ordinary talking, conversational hearing and ability to see near and far are constant requirements.
- WORK ENVIRONMENT: While performing the duties of this job, the employee regularly works indoors, with very limited yet possible exposure to loud noises, offensive odors, chemicals, animal parasites, animal food or waste, live and deceased animals, and hostile or aggressive animals.

SPCA Monterey County reserves the right, at any time with or without notice, to alter or change job responsibilities, reassign or transfer employees, or assign additional job responsibilities.

This job description does not constitute a written or implied contract of employment.

ACKNOWLEDGEMENT & RECEIPT

I acknowledge that I have received, read, and sought clarification of any questions I have about the content of this job description.

Employee Signature

Date