

POSITION DESCRIPTION



POSITION TITLE: Senior Coordinator for Annual Fund and Donor Relations

CREATED: March 2017

SUPERVISOR'S TITLE: Director of Development

FLSA Status: Exempt

PURPOSE

The Senior Coordinator for Annual Fund and Donor Relations is responsible for coordinating the annual giving program and providing donor stewardship. This includes creating, designing, and implementing direct mail, email, and social media giving opportunities as well as planning and carrying out donor stewardship activities including, but not limited to, small special events, tours, meetings, cards, and phone calls. This position also contributes to positive guest experiences and performs other duties as required.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL FUNCTIONS

- ▶ Develops a shared vision and goals for the annual fund and stewardship plan with the Director of Development.
- ▶ Secures funding for the zoo's annual fund through direct mail, email, and social media giving opportunities, as well as personal contacts.
- ▶ Demonstrates excellent writing skills and creates compelling donor communications.
- ▶ Coordinates all work, activities, timeline, and logistics associated with the planning and execution of special donor relations events, tours, or meetings; hosts donor relations events, tours, or meetings as required during daytime, evening, and weekend hours.
- ▶ Works with the Director of Development to develop a portfolio of mid-level donors.
- ▶ Conducts donor and prospect research in coordination with the Development Team.
- ▶ Organizes and effectively communicates with the Development Team and other zoo staff regarding all donor relations activities and needs from various areas.
- ▶ Supports the work of other Development Team members as needed.
- ▶ Creates and manages budgets associated with the annual fund and donor relations programs.
- ▶ Maintains a positive, professional relationship with all internal and external supporters.
- ▶ Professionally works with donors and zoo staff to ensure all obligations are fulfilled.
- ▶ Evaluates and recommends updates to supporting membership benefits, annual fund, and donor relations programs on an annual basis to the Director of Development.
- ▶ Evaluates each special event, tour, or other activity and compiles an event plan and post-event summary, suggesting changes as needed in order to create authentic donor experiences.
- ▶ Provides data and reports regarding goals and progress as needed or requested.
- ▶ Attends department meetings.
- ▶ Keeps abreast of best practices and trends in the areas of annual fund, memberships, and donor relations or stewardship.
- ▶ Cross trains on other office functions as needed.
- ▶ Accepts other projects and duties as assigned by the Director of Development.
- ▶ Assists with special projects and helps other zoo employees as needed.
- ▶ Actively contributes to positive guest experiences.

EDUCATION AND/OR EXPERIENCE

To perform this job successfully, an individual must have the following education and/or experience.

- ▶ A bachelor's degree in philanthropy, communications, marketing, business, or other related field is required.

- » Five years of experience in a development department is required, with three of these five years in annual fund and donor relations preferred.
- » Experience with Donor Perfect and Constant Contact is preferred.

KNOWLEDGE, SKILLS, AND ABILITIES

The requirements listed below are representative of the knowledge, skills, and/or abilities required to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- » Ability to prioritize and manage multiple ongoing projects with attention to detail.
- » Ability to direct volunteers, contractors, and other zoo staff as needed to execute special events.
- » Knowledge of or ability to learn IRS rules and regulations regarding philanthropic gifts.
- » Ability to input information accurately into a database.
- » Ability to learn how to use a donor database to generate fund performance or donor relations reports.
- » Ability to professionally and effectively communicate with others through written correspondence.
- » Ability to troubleshoot, analyze situations, and make sound business decisions.
- » Ability to make independent decisions and manage time effectively.
- » Knowledge of Microsoft Office software.
- » Strong organizational skills.
- » Knowledge of general office procedures and practices.
- » Knowledge of correct grammatical usage, punctuation, etc.
- » Ability to create and manage budgets.
- » Ability to work a flexible schedule as needed.
- » Ability to handle confidential information.
- » Ability to understand and follow all safety regulations.
- » Ability to handle multiple tasks simultaneously.
- » Ability to arrive to work on time and maintain a positive attendance record.
- » Ability to serve in every respect and at all times as a goodwill ambassador for the Fort Wayne Zoological Society and the Fort Wayne Children's Zoo in contacts with zoo visitors and the general public.
- » Ability to deal tactfully and politely with guest questions and misbehavior.
- » Excellent communication skills to establish and maintain effective working relationships with staff, volunteers, partners, and/or the public.

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.

- » Ability to work an extended workday while performing physically demanding duties for special event preparation and execution.
- » Ability to operate office equipment, including computers, copiers, fax machines, and phones.
- » Ability to professionally and appropriately interact and communicate with others, both in person and through phone, email, and written correspondence.
- » Ability to regularly travel assigned areas several times per day and efficiently enter all assigned areas.
- » Ability to read reports, receipts, and other statements; and ability to handle currency.
- » Ability to properly lift and carry items up to 25 pounds.
- » Ability to stand and sit for periods of time and to move intermittently throughout the workday.
- » Good speaking and listening skills.
- » Ability to perform focused work with close attention to detail.
- » Ability to work both indoors and outdoors, with exposure to extreme temperatures and inclement weather conditions; the environment may include wet, icy, or muddy conditions.
- » This position may include exposure to hazardous materials, fumes/odors, dirt, and dust.
- » This position may include exposure to potentially dangerous animals.