

# MISSION

# To provide assistance and advocacy for people in financial crisis, helping them move toward self-sufficiency.

# JOB DESCRIPTION: CAMPAIGN MANAGER

DEPARTMENT: Advancement

REPORTS TO: Director, Advancement Operations

SUPERVISORY RESPONSIBILITY: None

FLSA: Exempt; Full Time

LAST REVISED: 4.19.18

# POSITION SUMMARY

The Campaign Manager will lead agency efforts to support fundraising campaign processes and solicit/steward existing and new donors to increase revenue, with a focus on direct mail strategies. This position is responsible for all direct mail fundraising processes, including traditional and innovative fundraising approaches, to meet and exceed fundraising campaign goals in excess of 2.5 million dollars annually.

# PRINCIPAL DUTIES AND RESPONSIBILITIES

1. **Direct Mail and Digital Fundraising**
   * Strategically implement and lead comprehensive direct mail fundraising campaigns to maintain existing donors and acquire new donors
   * Design, create and implement a digital fundraising model to leverage key digital platforms for the enhancement and growth of donor revenue
   * Develop targeted communications to steward new and existing donors with a goal to sustain and increase annual giving through fundraising campaigns
   * Plan and execute multiple giving campaigns throughout the year
   * Schedule and lead fundraising campaign strategy, status, and evaluation meetings
2. **Analytics**
   * Analyze data to make strategic recommendations around yearly fundraising campaigns
   * Analyze donor relationships and determine proper adjustments to donor experience to improve loyalty and retention
   * Effectively utilize data analytics to identify trends in donor giving to determine optimal approach when developing, implementing, and measuring direct mail campaigns
   * Analyze campaign data and implement industry best practices to maximize direct mail response rate
3. **Project Management**
   * Manage process for agency campaigns for fundraising and material goods
   * Develop and drive campaign materials, both print and digital
   * Manage selection of and relationships with direct mail firms, print houses, and graphic designers to ensure timely, accurate, and cost-effective production of campaign components
   * Develop and monitor timeline for all campaign components to ensure timely delivery
4. **Innovative Fundraising**
   * Test new donor markets, giving avenues/programs, third party events, etc. to expand our donor support
   * Ensure fundraising campaign materials are shared with staff, volunteers, and material goods donors
5. **Other Duties as Assigned**

* Actively engage in department and agency project teams and participate on committees
* Represent the agency at community events, as requested
* Represent the agency through agency tours and internal events

# REQUIRED EXPERIENCE AND EDUCATION

**Leadership, Passion, and Teamwork:**

* Proven passion for serving people in poverty
* Highly collaborative and energized by a fast-paced environment
* Excited about leading in a rapidly changing environment with people dedicated to customer dignity

**Skills and Expertise:**

* Demonstrated experience with direct mail and fundraising
* Excellent interpersonal/relationship building skills
* Excellent verbal and written communication skills
* Excellent customer service skills
* Ability to work independently and as a team member
* Project management experience
* Excellent knowledge of Windows OS and Microsoft Office Suite: Word, Excel, PowerPoint, Outlook
* Comfort with digital communication tools, including social media and mass email
* Working knowledge of Blackbaud Raiser’s Edge or another donor database system
* Familiarity with Adobe Design Suite
* Bachelor’s Degree required or equivalent work experience

# WORK ENVIRONMENT

* Monday through Friday, 8:30 AM to 5:00 PM are general business hours
* Willingness and flexibility to work after business hours and on weekends as required
* While performing the duties of this position, the employee works primarily in an office environment and is required to work predominantly sitting, standing, walking, bending, typing using a computer, answering the telephone, and reaching with hands and arms

# GENERAL INFORMATION

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. This job description should not be construed to constitute contractual obligations of any kind or a contract of employment between Crisis Assistance Ministry and any employee. Employment at Crisis Assistance Ministry is “at-will” and either party can terminate the employment relationship at any time, with or without just cause.

**ABOUT CRISIS ASSISTANCE MINISTRY**

Crisis Assistance Ministry is Mecklenburg County's Lead Agency offering emergency assistance to impoverished families.  Specifically, Crisis Assistance Ministry helps families facing financial crisis by:  providing for basic needs with rent and utility assistance, clothing, household goods, furniture, bedding, and appliances; fostering financial stability through partnerships, counseling, and support to give families the tools they need to move toward stability; and educating the community about the realities of poverty in Mecklenburg County. Visit [www.crisisassistance.org,](http://www.crisisassistance.org,) [www.facebook.com/crisisassistance,](http://www.faceboo.com/crisisassistance,) or follow us on Twitter and Instagram @CrisisAssistMin to learn more about preventing homelessness and preserving dignity.

**TO APPLY:**

To apply for the Campaign Manager position, and to view other open positions at Crisis Assistance Ministry, please visit: <https://crisisassistance.applicantpro.com/jobs/>