



## **Senior Manager of Annual Giving for Save the Redwoods League**

**Save the Redwoods League** protects and restores redwood forests and connects people with the beauty of these wonders of the natural world. Founded in 1918, Save the Redwoods League is an established conservation leader that utilizes sound science and state of the art conservation tools to ensure that California's unique redwood forests exist for millennia more. To learn more about us, visit [www.SaveTheRedwoods.org](http://www.SaveTheRedwoods.org)

Reporting to the Chief Development Officer, the Senior Manager of Annual Giving actively supports Save the Redwoods League's mission by creating and implementing the League's direct response (mail and e-mail) fundraising campaigns, managing donor communications, and ensuring that annual giving goals are achieved. The Senior Manager of Annual Giving is responsible for overseeing the three members of the Development Services team within the Development Department.

### **ESSENTIAL DUTIES AND FUNCTIONS:**

#### ***Direct Response Fundraising Campaigns & Donor Communications:***

- Develops and provides strategy and oversight of annual giving; includes growing Membership and Redwood Leadership Circle programs and mid-level fundraising programs (\$1,000 – \$9,999)
- Manages relationships with outside consultants and vendors; collaborates, monitors and evaluates strategies and approaches for all mail and online fundraising initiatives
- Serves as the Development Department liaison to the Outreach Department; coordinates print and on-line communication strategies; collaborates to update and maintain the giving pages on the website
- Works with volunteers, the Membership Chair, and members of the Development Committee to enhance annual giving programs

#### ***Development Services Management:***

- Supports and mentors the Development Services team to enhance and maintain high performance
- Oversees the management and maintenance of the League's donor information systems and database, and Development Services both internal and external
- Guides the Development Services staff in the implementation of the cultivation of the mid-level donor stewardship
- Oversees and updates gift acknowledgement processes to appropriately acknowledge all gifts and increase donor retention

***Program Oversight:***

- Manages budget development, reporting and forecasting for the Annual Giving and the Development Services programs
- Manages vendor and consultant relationships, contract negotiations and execution for Annual Giving and Development Services
- Establishes and monitors key metrics for Annual Giving and Development Services; provides ongoing reports and data analysis to track programs throughout the year

**QUALIFICATIONS:**

- Strong commitment to the mission of Save the Redwoods League
- Bachelor's degree or comparable experience
- Minimum of five years' experience successfully managing non-profit direct response and annual giving campaigns
- Proven track record of supervising database and gift entry personnel
- Proficient in Word, Excel, Outlook, Access, PowerPoint and donor databases, preferably Raiser's Edge
- Outstanding analytical, creative and strategic thinking skills
- Excellent writing and editing skills – able to address various platforms: email, online and direct-mail communications / marketing
- Amazing organizational skills with solid project management experience
- Demonstrated ability to lead, collaborate, build consensus
- Exceptional interpersonal and communications skills; demonstrated effectiveness working with high-level volunteers
- Knowledge of development principles, fundraising strategies and ethics
- Occasional travel; available to work weekends and evenings as necessary; valid driver's license and safe driving record
- Occasionally required to hike through forest land while working off-site; walk on uneven ground; climb over obstacles and accessing remote locations
- Occasionally lifts, carries or otherwise moves and positions objects weighing up to 30 pounds

**TO APPLY:**

Please submit your resume and cover letter, including salary history, attached as a Word document to: [Jobs@SaveTheRedwoods.org](mailto:Jobs@SaveTheRedwoods.org); please put “**Senior Manager of Annual Giving**” in the subject line of your e-mail.

***NO CALLS PLEASE...we are busy protecting redwoods.***