

We save land.



We save rivers.

## The Conservation Foundation Job Description

# Senior Manager of Advancement

### General Responsibilities:

The Senior Manager of Advancement helps drive growth of revenue and deliver engagement marketing programs; executes effective digital and email fundraising strategies; consistently drives interaction with and recognition of donors at all levels by researching, developing and implementing TCF's special event activities with target constituent groups; manages a comprehensive volunteer program that enhances fundraising efforts. The Senior Manager of Advancement reports to the Director of Advancement and in cooperation with other staff, Advancement Committee and Board of Trustees.

### Duties and Responsibilities:

#### *Marketing*

- Align direct marketing and digital fundraising annual giving programs to create one unified strategy.
- Test new channels to optimize opportunities and initiatives (digital targeting and re-targeting, social media campaigns).
- Coordinate with other advancement staff ensuring the creation and delivery of strategic support messaging is consistent across all platforms.
- Work within brand voice, both in visual representation and editorial style, in order to support the consistency of messaging across campaigns, exhibits and the entire organization.
- Coordinate and lead allocation of assets and management of fundraising tools on website and social media engagement.
- Coordinate community outreach events and appearances.

#### *Special Events*

- Responsible for researching, planning and implementing creative, engaging and effective communications and special events for the Foundation with a goal of growing participation, ensuring retention and encouraging increased giving from TCF's donor pools.
- Plan and deliver annual giving and event programs that meet giving society goals; research peers to identify new trends and best practices in experiential activities for donors.

#### *Volunteer Management*

- Manage and enhance ongoing volunteer program, provide logistics and execute site and scoping visits to develop and evaluate partner relationships.
- Provide donor and volunteer relations expertise and project management skills to annual Advancement programs.

## Qualifications

- Bachelor's degree, plus three to five years of related work in marketing, fundraising and development.
- Demonstrated ability to work with Board of Trustees, staff and volunteers to effectively identify, cultivate, solicit and close gifts from prospective donors.
- Experience in leading, supervising and motivating staff under direct supervision.
- Experience and understanding of current marketing principles and strategy.
- Strong written and verbal communication skills.  
Experience and demonstrated ability in public speaking and presenting messages to various audiences.
- Knowledge of and proven ability to develop, test and implement effective digital fundraising strategies
- Experience with building and maintaining donation forms, surveys and other user engagement features, and running reports/interpreting audience analytics.
- Experience with CRM (i.e. Donor Perfect, Raisers Edge) and fundraising products
- Experience with leveraging Google search, AdWords
- Experience with Adobe Creative Suite and HTML is preferred
- Proven collaborator and communicator with technical and non-technical people.
- Expert problem solver and multi-tasker responsive to daily, weekly, ongoing deadlines.
- Genuine passion for preserving open space and conserving natural resources.
- Flexible and positive approach to work, strong sense of humor and entrepreneurial spirit welcomed.

