



Towards Employment

POSITION DESCRIPTION

POSITION: Manager, Donor Relations
REPORTS TO: Director of Marketing & Development
FLSA STATUS: Exempt

BACKGROUND

Founded in 1976, Towards Employment is a non-profit leader in providing innovative solutions to move people out of poverty and into quality jobs. Towards Employment has gained local and national recognition for achieving excellent outcomes through the hard work of its dedicated staff of 53 and a \$5 million annual budget. Towards Employment offers a continuum of support to low-income individuals preparing to enter the workforce or looking to advance from low-wage employment while also fulfilling the staffing needs of local employers. For more information on the organization, please visit www.towardsemployment.org.

PURPOSE

The Manager, Donor Relations will lead our progressive effort to effectively disseminate our story of success to engage individual giving and accelerate TE's growth and sustainability.

ESSENTIAL FUNCTIONS

Major Donor Strategy Development

In partnership with the Director of Marketing & Development, this position will establish a data driven development plan dedicated to promoting TE's growth. This individual will:

- Manage the current TE Campaign for Careers to achieve defined goals and milestones
- Build and implement an ongoing major donor development plan for significant and timely organizational impact.
- Develop giving milestones into ongoing public relations outreach; manage cultivation and recognition/stewardship events.
- Assist with all donor campaigns, including content creation and design input.

Donor Relations & Gift Solicitation

As the primary major gift officer for the organization, this position will be directly responsible for the acquisition of significant contributions, and will work collaboratively with the Board of Directors,

Executive Director, Director of Marketing & Development and internal Leadership to cultivate giving across sectors.

- Research, manage and prioritize prospects.
- Link TE Board & Leadership to prospective donors, prepare and participate in solicitations, and coach others to convey our compelling story and make asks.
- Based on direction of the TE cultivation strategy:
 - Design, plan and implement strategies to identify and cultivate relevant, qualified prospects.
 - Initiate a planned and deferred giving program.

Data Driven Planning & Delivery

This position will seek, input and interpret data to achieve the development plan. This individual will:

- Proactively collect, interpret, and summarize giving related analytics, including information about prospective and existing donors using various research tools.
- Evaluate and utilize data on prospective and existing donors across donor sectors – individuals, corporations, foundations, and family funds and trusts.
- Conduct research to determine donor giving capacity, and assess donor interest in various programs and projects.
- Monitor news sources for information on prospective and existing donors as well as for information regarding giving trends in similar service sectors.

Fundraising Operations

Working collaboratively with Development Associate, this individual will ensure a well-documented, process driven approach to the work. This person will:

- Ensure data related to prospects and donors (see above section) is recorded and tracked in donor management system.
- Work with campaign counsel to monitor progress and present recommendations to the leadership, as needed, to meet goals.
- Work collaboratively with the internal staff to manage timely campaign related gift solicitation tracking, gift processing, acknowledgements and other related processes.

REQUIREMENTS

Education & Experience

Consideration for this position requires:

- Minimum 5 years' experience managing activities related to fundraising, specifically major donor relationship cultivation and bottom line results. Proven track record of success planning and managing a successful capital campaign.
- Demonstrated networking, coalition building, and story-telling skills. Experience in Northeast Ohio, with a deep knowledge of the philanthropic community preferred.

- Proven ability to manage people to achieve shared objectives within a given timeframe and budget.
- A personal record of success in identifying, cultivating and soliciting major individual and institutional gifts.
- Strong attention to detail; strong organizational, time management and problem solving skills.
- Proficient with Microsoft Office, PowerPoint, Excel, Outlook.
- Demonstrated passion for social change and understanding of human services systems.
- Commitment to Towards Employment mission and values.

Competencies

Success in this position also requires:

- **Team Player** – Leverages internal and external resources to get things done; demonstrates a sense of humor and the ability to exercise good judgment in a rapidly changing and sometimes stressful, environment.
- **Strategic Influencer** – With emotional intelligence and diplomacy, develops key relationships to further the mission of the organization, create systems change, and ultimately improve outcomes for individuals. Understands both the breadth and depth of building quality relationships and partnerships.
- **Sales & Results Driven** – Motivated to meet data driven goals with tangible results. Links professional and organizational success to financial outcomes. Unafraid to make direct asks, and bring relationships to successful closure in the form of giving.
- **Superior Communication & Presentation Skills** - Effective in both formal and informal presentation settings; develops clear, concise, compelling presentations to convey data and ideas to gain consensus; can manage group dynamics; employs agile communications skills of all kinds: written, verbal, social media to ensure messages have the desired impact and effect.

EEO Statement

Towards Employment provides equal employment opportunity to employees and job applicants regardless of race, religion, color, sex, sexual orientation, national origin, age, disability, genetic information, veteran status, or any other characteristic protected by local, state or federal law.

Send resume, cover letter, and salary expectations to: Sharon Shorts at sshorts@towardsemployment.org.