

Job Description

Position Title:	Fund Development Manager
Reports To:	Chief Executive Officer
Status:	Full time, exempt with benefits package
Salary:	\$60,000 - \$80,000 annual, commensurate with experience
Location:	Santa Rosa Office

Position Summary:

Under the supervision and guidance of the CEO, the Fund Development Manager is responsible for creating and carrying out the fund development and communications activities to meet Community Matters' (CM) annual goals. A key function of this position is to successfully execute and manage the annual fundraising campaigns and other fund development related activities, including cultivating new partner/donor relationships and strengthening existing relationships. Other key functions of this position include public speaking presentations, representing the organization at community events, creating and posting on social media, and developing marketing collateral.

Key Responsibilities

Development/Fundraising:

- Work collaboratively with the CEO, CM board, and key staff to create the annual fund development plan including multiple strategies and a timeline for generating corporate, private, and public support.
- Execute and manage activities related to and required for donor cultivation and fund development (thank you letters, recognition events/activities, etc.).
- Coordinate the year-end direct mail campaign and other campaigns and appeals (e.g., Giving Tuesday).
- Cultivate and manage relationships with individual, corporate, and foundation donors.
- Create and maintain an ongoing list of targets. Work with board members to identify targets and initiate introductions.
- Utilize and maintain donor database to ensure timely, appropriate acknowledgement of all gifts, sponsorships, and donations.
- Work closely with the grant team to write, review, edit, and submit proposals.

Event Management:

- Oversee the planning and execution of all aspects of events related to fund development and public relations.
- Attract new donors and prospects to support, sponsor, and attend CM's special events.
- Set dates and conduct outreach for quarterly point of entry events.
- Manage event database to track donor activity and information.
- Conduct pre- and post-event analysis and report to stakeholders.
- Manage recruitment and coordination of committees, staff, and volunteers needed to implement successful events.

Communications:

- Work collaboratively with the CEO to develop and implement a comprehensive communication and PR plan including effective strategies for creating awareness, visibility, and support for CM.
- Create, write content, and publish quarterly e-newsletters.

- Represent CM at community events with the goal of meeting new contacts and arranging follow-up meetings or calls to cultivate new and ongoing support.
- Produce monthly and/or quarterly statistical reports on social media and website activities using Google Analytics and other resources.
- Design and produce marketing collateral and communications-related pieces to support donor development such as an annual report, digital newsletters, brochures and flyers, and social media and web materials.
- Identify public relations and media outreach opportunities to build brand awareness and advance CM's mission.
- Implement and manage social media campaigns.
- Maintain an oversight of community news via Press Democrat, North Bay Business Journal, and social media to facilitate communication with staff, donors, and sponsors as well as prospects.
- Send notecards of congratulations to community leaders for promotions, job moves, etc.
- Nominate CM, staff, and/or volunteers for local awards.
- Maintain a list of current media contacts.

Office Administration/Executive Support:

- Participate in cross-function work teams, as appropriate.
- Undertake special projects and ad hoc duties, as needed.
- Serve as a member of the Leadership Team.
- Perform other duties and tasks as assigned.

Minimum Qualifications

Required:

- Ability to represent CM in a friendly, positive manner and build relationships with internal and external stakeholders.
- Strong planning and management skills for fundraising events.
- Knowledge and/or experience with donor relations, fund development, and marketing strategies.
- Strong written and oral communication skills.
- Ability to synthesize information quickly and communicate complex topics to a general audience.
- Strong familiarity with the social media spaces including Facebook, Instagram, X, and LinkedIn.
- Sensitivity toward cultural, racial, ethnic, and socioeconomic diversity, and ability to navigate viewpoints and communication styles within a multicultural work environment.
- Proficiency in Microsoft Office 365 (Word; Excel; PowerPoint).

Preferred:

- Bachelor's Degree in related field. Commensurate experience acceptable.
- Experience with a donor relations database (Little Green Light), Canva graphic design tool, Adobe, and/or email marketing programs a plus.

To Apply*

Please submit the following to Erica Buonassisi at ebuonassisi@community-matters.org:

- Cover letter clearly stating applicant's interest and suitability for the position.
- Resume in PDF format

*No phone calls or visits please. Position will remain open until filled.

Community Matters' mission is to equip and empower youth and adults to create schools and communities that are safe, welcoming, and inclusive. We are a proud, equal opportunity employer that celebrates diversity and strives toward a qualified, diverse team that represents the communities we serve.