



## **Project Manager: Communications, Events, Individual Giving**

Reports to: Manager

Full time: 37-40 hours a week

### **Key Responsibilities: Client**

- Attend meetings, events, and other related activities
- Develop a relationship with clients and their staff through e-mail, calls, and outreach meetings
- Work with other JMA managers to assist with outreach to clients, project, and budget management and to develop and review monthly reports
- Assist with monitoring spend (monthly); review monthly report content

### **Broadly**

- Create and assist with fundraising and communications strategies to support annual appeals, campaigns, top donor prospects, and events
- Produce prospect lists for individual giving
- Donor database/CRM management (SalesForce, E-Tapestry, Raiser's Edge, Donor Perfect)
- Provide marketing, communications and branding analysis, recommendations, and advice
- Provide support for events, as needed including -
  - Registration (entry/tracking, list management, follow up)
  - Write event scripts and develop effective PPT presentations
  - Compose, edit and proof event collateral materials, including but not limited to: sponsorship and silent auction solicitation letters, press releases, invitations, programs, PPT and agendas
  - Solicit sponsorship through phone, email, and in-person outreach
  - Maintain up-to-date, detailed notes of all sponsorship activities in Excel or other format

### **Individual Giving**

Implement an annual work plan to achieve individual-giving goals, including:

- New and existing donor engagement strategies to increase funding from current and lapsed donors, with a keen focus on moving donors up the giving ladder
- Write wealth screens and set up 1:1 top donor meetings; manage meeting schedules and provide updates and outreach
- Build and manage relationships with prospects and donors through personalized cultivation and outreach efforts including in-person meetings, event invitations, and regular communication and acquisition/stewardship efforts
- Identify and create cultivation strategies for top prospects; implement these strategies in conjunction with the client's President/Executive Director, Advancement Director, Board of Directors

### **Communications**

- Design and implement streamlined digital communications program for clients, incorporating key development strategies and messages
- Create and manage direct mail and fundraising campaigns
- Create calendars and coordinate regular donor communications, including but not limited to quarterly donor newsletters, email and digital correspondence, annual reports, and gift acknowledgments



- Write content
- Participate in the development and maintenance of websites created in various web platforms

### **Social Media**

- Implement organic and paid social media strategies across social channels including Facebook, Instagram, Twitter
- Lead the creation of engaging social media content including video, photos, and written posts
- Curate and manage social media calendar
- Support day-to-day management of social channels (creating content, posting, monitoring, and responding to comments and questions, analyzing and reporting campaign results)
- Implement paid social media campaigns, monitoring results and adjusting budgets and strategies as directed
- Stay current on social media trends and platforms, bringing new ideas and recommendations on how to further enhance clients' social presence

### **Experience/Qualifications**

- Bachelor's degree or equivalent work experience
- Development experience working with nonprofit organization(s); private and public sector, grant writing/fundraising experience preferred
- Self-starter with strong attention to detail, problem solving skills, and demonstrated ability to be flexible in work assignments
- Organizational skills including the ability to multi-task, prioritize assignments, maintain data maintenance systems, and meet multiple deadlines
- Excellent writing/editing/drafting skills, research, and information compilation skills
- Excellent interpersonal communication skills, demonstrated ability to work independently as well as with teams
- Strong attention to detail
- Excellent data and computer skills: Microsoft Office Suite, especially Excel