



## JUNIOR STATE OF AMERICA FOUNDATION

Job title: Development Manager      Approved By: Pending  
Department: Development      Approved Date: 25 October 2017  
Reports To: Chief Development Officer      Classification: [Exempt/Nonexempt]

### About the Organization:

Since 1934, the **Junior State of America (JSA)** has helped over 500,000 students acquire the knowledge and skills necessary to be active, informed and responsible citizens, voters and leaders. With its student-led, student-run school-year model and rigorous summer school programs, JSA enables students to experience first-hand the drama and power of politics as well as the challenges and responsibilities of leadership. JSA chapters serve as the center of political awareness at their schools and JSA conventions bring thousands of students together to share opinions and learn from each other. We are committed to developing a diverse cross section of young leaders throughout the entire country. For more information, please visit our website: [www.jsa.org](http://www.jsa.org).

### Position Summary:

The Development Manager identifies, cultivates, solicits, and stewards individual donors; manages and drives student fundraising in collaboration with student leaders and the program team; and creates, coordinates, and manages social media related to development. This position is responsible for leading and implementing the individual giving program strategy, communications and appeals generally, and has specific ownership of cultivation and solicitation of donors <\$1,000 and student-generated contacts. This position provides event, communication, and strategy support to the Development Department.

The successful candidate will possess the qualifications and skills necessary to work confidently with board directors and organization leadership; to plan, author, and execute fundraising campaigns that engage our alumni audience and other donors; and to coordinate fundraising events toward cultivation and significant net revenue, and generate and manage an imaginative social media strategy. The successful candidate must have excellent oral and written communication skills, the ideas and drive to help grow the Development portfolio and bottom line, and the ability to connect with constituents from many different populations.

### Key Responsibilities:

*Annual Fund Campaigns [in conjunction with the CDO, CEO, Board Fundraising Committee, and Director of Engagement & Communication]:*

- Design and execute at least 2 comprehensive Annual Fund campaigns per year, including the creation of emails, direct mail, and social media, as well as recruiting and managing volunteer callers under the direction of the Chief Development Officer
- Author, design and coordinate segmented campaigns, in email, direct mail, and social media, to complement general appeals

*Fundraising Events Coordination [in conjunction with the CDO, CEO, Board Fundraising Committee, and Director of Engagement & Communication]:*

- Manage guest registration and follow-up, both as audience-facing contact and as manager of internal processes and reporting
- Author, design and coordinate direct mail fundraising event publicity for 2 (or more) events per year
- Author, design and deliver 4-6 electronic fundraising event invitations for 2 (or more) events per year

- Author, design and deliver follow-up messaging to attendees at all fundraising and cultivation events
- Support solicitors with relevant reports and data
- Oversee social media marketing related to events
- Manage logistics related to event execution, including negotiating and executing contracts with vendors and coordinating with other internal staff members
- Supervise management of volunteers, day-of preparations and onsite execution of events
- Support pledge tracking and fulfillment efforts after events

*Donor stewardship and solicitation:*

- Coordinate with staff and volunteers to steward and solicit for renewal of all donors <\$1,000
- Provide support for donor stewards (board members, staff, etc.), especially during campaigns

*Departmental support:*

- Supervise data and information management and quality control, and support the CDO in execution of best practices to ensure integrity of data
- Manage vendors, particularly in relation to online giving platforms and donor stewardship
- Serve as liaison with Admin, Finance and Program departments
- Monitor and report on departmental budgets, including expenses, revenue and goals
- Performance management and metrics reporting
- Other duties as assigned

*Strategy development [in conjunction with the CDO, CEO, Board Fundraising Committee, and Director of Engagement & Communication]:*

- Develop and execute a strategy to expand the pool of individual donors and money raised from them
- Develop an annual calendar for individual donor communications and solicitation
- Support the development of a calendar to integrate development communication and activities with overall organization strategy

*Student support:*

- Support JSA Program Directors, Student Governors, and Student Fundraising Directors through training, strategy, and identifying and responding to opportunities and challenges in student-led fundraising
- Provide thought partnership and resources for training students raising funds for Summer School

*Communications strategy and execution:*

- Oversee creation and distribution of annual report
- Support the production of other development materials
- Coordinate with Director of Engagement & Communication on outreach to donors, alumni, and others

*Moves management:*

- Conduct donor prospect research
- Support the CDO
- Create and track donor prospects, with a focus on graduating donors to the next giving level
- Support and advise major donor cultivators in the pursuit of larger gifts and donor satisfaction
- Brainstorm, develop and execute communication and targeted appeals in line with interests of specific major donor prospects
- Help create specialized cultivation plans for high-priority new donors, renewals, and donor prospects

**Minimum Qualifications:**

- Bachelor Degree
- 3+ years of work experience in fund development or a related field
- Working knowledge of fund development and donor stewardship best practices
- Experience with social media, social media tools, and campaigns
- Experience with CRM and outreach tools like Salesforce, ExactTarget, and Pardot
- Excellent communication skills, both written and oral
- Donor satisfaction orientation
- Ability to handle sensitive materials and information with diplomacy, thoughtfulness, and confidentiality
- Mission-driven, values-directed
- Drivers license

**Preferred Knowledge, Skills and Abilities:**

- Direct experience working with top-level management and/or board directors
- Customer service background and orientation
- Event planning, publicity, and execution
- Copyediting and proofreading

**Working Conditions and Travel:**

Excellent benefits; reasonably flexible working conditions. Well-lighted, heated and air-conditioned indoor office setting steps from San Francisco Bay and accessible via public transit. Position requires travel outside Bay Area 1-3 times per year for event execution and, as needed, exposure to the organization's student-run programs.

**Application Deadline:**

Rolling until filled

**How to Apply:**

Email resume, cover letter and salary history/requirements to [jobs@jsa.org](mailto:jobs@jsa.org). Include “**Development Manager – (Your name)**” in subject line. Due to the high volume of interest, we cannot accept phone calls.

**Anticipated Start Date:**

As soon as possible

**Compensation:**

We value our employees’ time and efforts. Our commitment to your success is enhanced by our competitive annual compensation, commensurate with experience, and by an extensive benefits package that includes paid time off; compensatory time off; Employee Assistance Program; medical, dental and vision benefits; and a commitment to individual growth and professional development.

We strive to provide a fun, collaborative, and creative environment where team members feel passionate about contributing to our processes, decisions, planning, and culture of philanthropy.

*The Junior State of America Foundation is an Equal Opportunity Employer.  
We strive to reflect the diverse community we serve.*

*Applicants who contribute to this diversity are strongly encouraged to apply.*