



JUNIOR STATESMEN FOUNDATION/JUNIOR STATE OF AMERICA

Job title: Development Manager Approved By: Pending
Department: Development Approved Date: 28 March 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.

Position Summary:

The Development Manager identifies, cultivates, solicits, and stewards individual donors. This position is responsible for leading and implementing individual giving program strategy, communications and appeals generally, and has specific ownership of cultivation and solicitation of donors <\$1,000. This position provides events, communications and strategy support to the Development Department.

The successful candidate will possess the qualifications and skills necessary to partner 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. 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:

- 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
- Author, design and coordinate segmented campaigns, in email, direct mail, and social media, to complement general appeals

Fundraising Events Coordination:

- 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 events per year
- Author, design and deliver 4-6 electronic fundraising event invitations for 2 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 ensure all donors \$1,000 are stewarded and solicited for renewal, either by the IGM or another caller
- Provide support for donor stewards (board members, staff, etc.), especially during campaigns

Departmental support:

- Supervise data quality responsibilities of the Development Associate, 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 IT, Finance and Program departments
- Monitor and report on departmental budgets, including expenses, revenue and goals
- Performance management and metrics reporting
- Monitor/enforce quality control of data integrity
- Other duties as assigned

Strategy development:

Note: These activities are completed in conjunction with the CDO, CEO and Fundraising Committee.

- Develop and execute a long-term strategy to expand the # 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 track all communications and activities associated with the development department

Student support:

- Support governors, student fundraising directors and program directors through training, strategy, and identification of stress areas in student-led charitable giving campaigns.
- Provide thought partnership and be a resource to staff responsible for the training of students raising funds for Summer School

Communications strategy and execution:

- Oversee creation and distribution of annual report
- Coordinate with and oversee outward-facing communications of Development Associate

Moves management:

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

Minimum Qualifications:

- Bachelors Degree

- 3+ years of prior work experience in fund development or a related field
- Working knowledge of fund development and donor stewardship best practices
- Experience working directly with top-level management, including board directors
- Experience in a customer service environment
- Experience in event planning, publicity and execution
- Experience with CRM databases (Salesforce preferred)
- Experience with online marketing software, such as ExactTarget, MailChimp, or Constant Contact
- Drivers license

Knowledge, Skills and Abilities:

- High degree of comfort with HTML
- Excellent communication skills, both written and oral
- Comfort with Adobe Creative Suite, particularly InDesign
- Professional experience with copyediting and proofreading
- Ability to handle sensitive materials and information with diplomacy, thoughtfulness and confidentiality

Working Conditions and Travel:

Well-lighted, heated and air-conditioned indoor office setting in the California Bay Area. Position requires travel outside of 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 development@jsa.org. Include “**JSA Job Title – (Your name)**” in subject line. Due to the high volume of interest, we cannot accept phone calls.

Anticipated Start Date:

DATE or 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 Statesmen Foundation/Junior State of America is an Equal Opportunity Employer.
JSF/JSA strives to reflect the diverse community it serves.
Applicants who contribute to this diversity are strongly encouraged to apply.*