



Houston Area Women's Center

Development Campaign and Events Manager

Department: Development

Job Status: Full Time

FLSA Status: Exempt

Reports To: Chief Development Officer

Amount of Travel Required: up to 25%

Positions Supervised:

POSITION SUMMARY

The Development Campaign and Events Manager will play a key role in the success of Houston Area Women's Center overall fundraising efforts as our organization continues to grow through strategic execution of our mission.

The Campaign and Events Manager will be the staff lead in tactical strategy and logistical execution of all Campaigns / Events / Appeals and will be essential to donor relationships. There is a tremendous amount of opportunity to shine with new successes in this role as there is a rich 40 year history of loyal donor base plus much uncharted territory.

The ideal candidate will have experience working with and project management, nonprofit donor databases, as well as familiarity with event planning and logistics. The candidate will be able to quickly understand and articulate the needs and aspirations of Houston Area Women's Center. Should also be able to quickly recognize and solve problems creatively and build positive, long-term relationships with prospects, donors and vendors. The Development Campaign and Events Manager will report to the Chief Development Officer as a member of the Development Team.

DUTIES AND RESPONSIBILITIES

- Be accountable for measurable development outcomes resulting from project (*e.g.: Campaigns, Appeals, Events, etc.*) and donor relationship management, working to ensure overall donor engagement and retention.
- In partnership with Chief Development Officer, will create a donor-centric plan for each targeted segment that will serve as a bedrock communication and cultivation plan for each target and campaign / event / appeal.
- Oversee staff responsibilities of / provide leadership to Houston Area Women's Center Donor Database Coordinator.
- Partner with Chief Development Officer and Donor Relations Manager in developing fundraising goals (*re: Events, Campaigns, Appeals, etc.*) as part of annual Development Plan.
- Responsible for internal management of all funding campaigns, appeals and events, including all logistics and tactical aspects (*e.g. Event / project planning & implementation; budgeting / contract negotiations; revenue / expense goal strategy; etc.*).
- Work with Event and Campaign Chairs, sector committees and Board members to facilitate logistics and tactical aspects. Guide and support Event and Campaign Chairs and committees to ensure successful execution of projects:
- Works with Chief Development Officer and Marketing to ensure successful launches and follow-through of all events, campaigns and appeals.
 - Researching and identifying target segments
 - Preparing fundraising letters
 - Developing campaign materials

- Organizing campaign events
 - Identifying appropriate support avenues (e.g.: *peer-to-peer, social media, marketing and promotional materials, traditional media, A/V, etc.*)
- Ensure follow-up with and stewardship of all supporters (e.g.: *donors, attendees, volunteers, etc.*) of all events, campaigns, appeals.
- Coordinate logistics of Community Partner Event fundraisers and provide support to event organizers.
 - Ensure community partner event organizers understand guidelines, complete required forms and receive official approval for their event from Chief Development Officer and Chief Marketing Officer.
 - Work with Marketing staff to promote and publicize the existence of the Houston Area Women's Center community partner concept, as well as the scheduled events.
 - Ensure appropriate staff presence at Community Partner Events, including attending events held outside business hours, as necessary.
 - Follow up with Community Partner Event organizers after event to ensure they are properly thanked and included in future opportunities to support Houston Area Women's Center.
- Manage the upkeep of donor and constituent communications, activities and moves management using the agency's donor software and database system. (*Note: Houston Area Women's Center donor database is the sole information repository in order to track all donor information. Abila FR50 allows for tickler alerts for deadlines and upcoming tasks / meetings and contact information into Outlook.*)
- Coordinate the development of donor relation materials, including donor recognition programs, Houston Area Women's Center fact sheets, brochures, etc. Monitor and update donor recognition plaques/wall.
- Identify and coordinate (*with appropriate Houston Area Women's Center staff*) immersion activities (e.g.: *tours, projects, etc.*).
- Regular reports and analysis re: campaigns, appeals and events:
 - Performance indicators
 - Cost analyses
 - Internal and external donor trend analyses
- In partnership with Chief Development Officer, will prepare and manage relevant budgets - includes establishing appropriate revenue, campaign, appeal, event and portfolio goals.
- Assist with strategic plan initiatives as needed.
- Attend all required meetings (e.g.: *Organizational, Department, Committee, etc.*) and trainings.
- All Houston Area Women's Center fundraising event days are considered mandatory work days for the entire team. Event related duties may include, but are not limited to:
 - Any tasks assigned prior to event to support Chairs, Board or Executive Leadership Team;
 - Assisting with all events for set-up and/or tear-down. This will most often require weekend and after hours work.
- Inspire and maintain positive relationships and communications with Houston Area Women's Center staff, volunteers, donors and community-at-large to strengthen donor relationships and philanthropic giving to Houston Area Women's Center.
- Other duties as assigned.

POSITION QUALIFICATIONS

SKILLS & ABILITIES

Education: Bachelor's Degree in related field required.

Experience: Minimum of three (3) years directly related fundraising administrative experience required; nonprofit experience preferred.
Minimum of one-year's experience working in donor databases / CRM preferred.

Abilities: Proven successful track record in event and/or project management and strategy, with documented /verified revenue outcomes.

Please be prepared to present examples from portfolio (e.g.: past events or campaigns).

Proven track record of successful:

- Researching and identifying target segments
- Implementing donor stewardship, recognition and retention initiatives
- Developing campaign materials

Excellent verbal and written communication and presentation skills.

Superior written communication skills; ability to write clear, structured, articulate and persuasive proposals; strong editing skills.

Proven strong interpersonal skills with the ability to work with diverse populations.

Essential to building lasting donor relationships. Must be able to represent Houston Area Women's Center independently to potential donors and make compelling asks, when appropriate.

Demonstrated ability to think strategically and work collaboratively.

Ability to review the work product of others to ensure conformance standards and provide constructive feedback, when appropriate.

Computer Skills: Technical proficiency and adaptability, with a strong working knowledge of:

- Microsoft Office Suite

Solid working knowledge of donor management software / CRM, preferred.

Certificates & Licenses:

COMPETENCIES

- **Accountability:** Ability to accept responsibility and account for his/her actions.
- **Adaptability:** Ability to adapt to change in the workplace.
- **Analytical Skills:** Ability to use thinking and reasoning to solve a problem.
- **Business Acumen:** Ability to grasp and understand business concepts and issues.
- **Communication Skills** (oral and written): ability to communicate effectively with others using the spoken word; ability to communicate in writing clearly and concisely
- **Creative:** Ability to think in such a way as to produce a new concept or idea.
- **Detail Oriented:** Ability to pay attention to the minute details of a project or task.
- **Ethical:** Ability to demonstrate conduct conforming to a set of values and accepted standards.
- **Goal Oriented:** Ability to focus on a goal and obtain a pre-determined result.
- **Honesty / Integrity:** Ability to be truthful and to be seen as credible in the workplace.
- **Initiative:** Ability to make decisions or take actions to solve a problem or reach a goal.
- **Leadership:** Ability to influence others to perform their jobs effectively and to be responsible for making decisions.
- **Organized:** Possessing the trait of being organized or following a systematic method of performing a task.
- **Reliability:** The trait of being dependable and trustworthy.
- **Relationship Building:** Ability to effectively build relationships with customers and co-workers.
- **Time Management:** Ability to utilize the time available to organize and complete the work within given deadlines.

Other Requirements

- 1) Understanding and sensitivity towards the issues of sexual and domestic violence.
- 2) Texas driver's license with a good driving record; ability to travel to events at off-site locations utilizing personal transportation.
- 3) Ability and willingness to work evenings and week-ends as needed.
- 4) Will support the Mission, Values and Vision of Houston Area Women's Center.
- 5) Will adhere to applicable professional and agency Codes of Ethics.

PHYSICAL DEMANDS

- 1) Although most duties can be accomplished from a seated position with occasional walking and standing, the incumbent may need to squat or bend, reach outward or upward to effectively discharge job duties.
- 2) Job incumbent must be able to lift/carry and/or push/pull up to 40 lbs.
- 3) Job incumbent must be willing to travel to off-site locations of events and meetings

WORK ENVIRONMENT:

MISSION OF THE HOUSTON AREA WOMEN'S CENTER: The Houston Area Women's Center helps individuals affected by domestic and sexual violence in their efforts to move their lives forward. We provide shelter, counseling and advocacy to support them in building lives free from the effects of violence. We seek social change to end domestic and sexual violence through community awareness and education. Our services are confidential and available to everyone.

The primary work location for the incumbent in this position is at the agency's education and administration building.

ESSENTIAL FUNCTIONS STATEMENT:

The Houston Area Women's Center has reviewed this job description to ensure that essential functions are included with the duties and responsibilities. To perform this job successfully, an individual must be able to perform the essential duties satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

REVIEW AND APPROVAL:

This job description is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the agency reserves the right to change this job description and/or assign tasks for the employee to perform, as the agency may deem appropriate.

Prepared by: Tracy Burnett and Pam Huewitt

Date: July 27, 2017

Approval Signature: _____

Date: _____

Approval Signature: _____

Date: _____

Employee Signature: _____

Date: _____