



## **JOB DESCRIPTION: Development Manager – Annual Fund**

**Classification:** Full-time exempt

**Reports to:** Crowden Development Director

**Other Benefits:** As described in the Crowden Employment Policies and Practices Handbook

**Position Summary:** The Development Manager oversees all aspect of fundraising for Crowden’s Annual Fund across various donor segments, including current Crowden School families, Community Education families, Board, staff & faculty, and the donor and Crowden concert audiences at large. The ideal candidate brings proven fundraising experience and success fundraising, stewarding and retaining donors, and managing donor communications, events, and appeals growing an Annual Fund year over year. The Development Manager works closely with the Development Director, Development Associate, Alumni Engagement Coordinator, Marketing and Communications team, and Board Development Committee to coordinate donor communications, manage events, and administer all aspects of the annual fund. This full-time role is performed on-site, Monday through Friday (with occasional evenings and weekends, as events require).

### **Fundraising strategy and implementation**

- Defines and oversees the strategy, messaging, appeals, implementation schedule, resource requirements and budget for the Annual Fund.
- Contributes to the Annual Development Plan for annual fund related goals and objectives, and measures and reports accomplishments (donor stewardship and donations) as required.
- Designs effective alumni engagement and fundraising strategies, stewarding Crowden Alumni Association (Opus 18), working with Alumni Engagement Coordinator and Crowden colleagues.

### **Donor Communications**

- Oversees donor communications for annual fund appeals, donations acknowledgement letters, and donor thanks, in coordination with Dev. Associate & Database Administrator.
- Authors and implements fundraising campaigns, seasonal appeals and
- Seeks out alumni and donor stories and testimonials to contribute to The Crowden Letter.
- Oversees “Share Our Success” emails, collaborating with Development & Communications colleagues.

### **Events & Volunteer Management**

- Co-designs and manages donor events for fundraising (including Crowden bi-annual gala), stewardship, and donor cultivation, collaborating with Development colleagues.
- Recruits, trains, and oversees volunteers to optimize reach and effectiveness of annual fund appeals.

### **Administrative**

- Defines and grows needed email and mailing list segments and donors lists for targeting communications and appeals and outreach efforts, collaborating with Dev. Associate and Database Administrator.

- Produces monthly, quarterly, and yearly reports, with a focus on trends (new donors, retained donors, lapsed donors).
- Attends and participates in Development staff meetings and Board Development Committee meetings.
- Documents policies and procedures related to implementing Crowden's Annual Fund, collaborating with Development Associate.
- Safeguards the confidentiality of donor information at all times.
- Other duties as assigned in support of the Development team's goals and mission.

### **Professional Development**

- Learns and leverages systems and tools (Classy, Salesforce, i-Wave, Nonprofit Operating System, Form Assembly, Campaign Monitor, Google Suite) to optimize effectiveness of appeals, donor communications, and donor knowledge base.
- Attends webinars and workshops as available and appropriate to the role.
- Engages with ABADO (Assoc. Bay Area Development Officers) listserv and attends NAIS webinars and workshops to continuously improve Crowden Annual Fund approaches.

### **Qualifications**

- Bachelor's degree or equivalent experience
- Excellent interpersonal, communication and organizational skills
- Demonstrated initiative and problem-solving skills.
- Proven ability to manage and oversee multiple projects.
- Demonstrated experience designing and managing fundraising appeals, email, social media, and direct mail campaigns,
- Experience managing annual fund, donor stewardship, donor cultivation, and fundraising galas/events required.
- Experience with major gifts, planned giving, and foundation grants a plus
- Supervisory experience required.
- Fluency with technology and the ability to learn new software platforms. GSuite and Salesforce (or other development database platform) experience required.
- Experience with Board Development Committees a plus
- Fundraising experience in a school setting or educational environment required; experience working in a small, non-profit organization a plus.
- Knowledge and experience, and/or affinity for classical music a plus

### **How to Apply**

Please send resume, cover letter, and 2 relevant professional references to:

Diane Stair, Director of Development, Crowden Music Center

[dstair@crowden.org](mailto:dstair@crowden.org) (No phone calls please)