

**FOOD BANK OF THE SOUTHERN TIER  
POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	Annual Fund Manager	<b>STATUS:</b>	Exempt
<b>DEPARTMENT:</b>	Development & Community Engagement	<b>W/C# / EEO#:</b>	8810 / 2
<b>POSITION LEVEL:</b>	Professional	<b>GRADE LEVEL:</b>	392

**PRIMARY FUNCTIONS:**

The Annual Fund Manager is responsible for planning, implementing, and evaluating a comprehensive annual fund program designed to raise support for the Food Bank. Oversees all stewardship and donor record integrity to support an effective broad-based fundraising environment.

**SPECIFIC DUTIES:**

**Annual Fund: Program strategy and management**

1. Responsible for developing the strategy, concepts, general messaging, goal setting, scheduling, and program activities that will ensure the Annual Fund program sets and achieves appropriate goals for donors and revenue each year.
2. Provide oversight, set goals, and ensure timelines and performance metrics are met for all annual fund solicitations made on behalf of the Food Bank in print, online, or through personal solicitation.
3. Responsible for the oversight of vendors and the goal setting, planning, and implementation of the Food Bank's strategic direct mail and email programs soliciting all donors at all levels. Partners closely with Major Giving Officer on Circle to Feed Hope giving society management. Oversees scheduling, copy approval, budgeting, and reporting. Manages Food Bank direct mail program vendors, which includes: evaluation of efficacy, the overall strategy of upgrades, retention, and acquisition, monitoring and evaluation of tactics and tests, editing and proofing of creative materials, generating (as appropriate) high-level in house mailing selections and suppression files.
4. Oversee the strategy and implementation of a robust recurring giving program. Set and create goals for program growth, evaluate audiences for inclusion in the sustaining donor solicitations, and ensure an effective solicitation, welcome, maintenance, upgrade, and communications with all sustaining donors.
5. Ensure that the online giving experience adheres to best practice, conduct regular testing and evaluation of online giving pages to optimize performance.
6. Analyze giving patterns and online/print research resources to identify, qualify, and solicit prospects for the middle gift (\$250-\$1,000). Recommend individuals for personal follow-up by the major gifts officer, volunteers, or other staff as appropriate.
7. Develop and produce reports on a weekly, monthly, quarterly, and annual basis to analyze progress to goals, gifts by solicitation vehicle, and to analyze overall donor trends related to renewal, upgrade and donor, attrition data and the results of email/mail/face-to-face contacts to identify areas of strength and where adjusted strategy is needed. Provide other development reporting as needed.
8. Collaborate with Director of Communications and Digital Manager on digital fundraising, messaging, and all other necessary projects.

**Donor Stewardship program**

9. Directly supervise the Annual Fund Coordinator & Data Entry Specialist. Ensure that both are implementing effective work plans, procedures, and strategies that create an environment that allows for personalized messaging to donors and a giving experience that inspires repeat contributions and high donor retention rates.
10. Contact donors for the purpose of thanking, qualifying, and upgrading them. Create and manage written communications with donors, including thank you letters and proposals.
11. Assure the accuracy and integrity of donor and prospect information in the database, based on research findings, staff assignments and ratings, and proposal data.
12. Other duties as assigned

**TITLE OF DIRECT SUPERVISOR:** VP of Development and Community Engagement

**SUPERVISION RESPONSIBILITIES:** Annual Fund Coordinator  
Data Entry Specialist - FT  
Data Entry Specialist – PT temporary

**WORKSITE:** 388 Upper Oakwood Ave., Elmira, NY 14903

**WORK FROM HOME:** Eligible with advanced approval

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- QUALIFICATIONS:**
- Bachelor's Degree preferred or equivalent combination required
  - Minimum of three years experience in nonprofit fundraising or a related field
  - Annual Giving experience, direct mail, email, and online giving experience is preferred
  - Experience with food banking a plus
  - Experience with Raiser's Edge software preferred but not required

**ADDITIONAL REQUIREMENTS:**

- Strong organizational and interpersonal skills, including tact, discretion, and the ability to maintain confidentiality
- Excellent judgment and initiative
- Ability to think strategically and long-term, demonstrate the ability to understand and manage data to inform decision making and goal setting
- Excellent oral and written communication skills, particularly in creating persuasive giving materials
- Demonstrated understanding of the dynamics of charitable giving and the principles and techniques of major gift fundraising
- Facility with development or other relational databases and CRM tracking
- The ability to use Microsoft Word, Excel, Outlook, and PowerPoint software
- Curious with a cooperative attitude and willingness to learn
- Ability to multi-task and prioritize duties
- Willingness to foster agency, department, and program-wide cooperation and teamwork through the use of positive/constructive communication techniques
- Ability to maintain absolute confidentiality in regards to all records reviewed, including consumer records, employee records, and billing records
- Ability to analyze and interpret data and to handle problem resolution
- Ability to work independently as a self-starter, as well as collaboratively in a team
- Demonstrate ethical business practices in conformance with all state and federal laws and regulations
- Commitment to serving vulnerable populations and ending hunger in the Southern Tier
- Possession of a valid Drivers' license and a driver's record considered acceptable by agency and insurance carrier.
- Demonstrate full adherence to the Code of Conduct and all policies/procedures related to compliance
- Adheres to all applicable federal and state laws and regulations, including, but not limited to, those governing confidentiality, privacy, program, billing, and documentation standards. All duties must be performed in accordance with CCDR's corporate compliance and ethics program.

**Ability to meet the following physical requirements with or without reasonable accommodation:**

- Use hands to manipulate, handle, feel, and control items or equipment, including motor vehicle
- Stand, sit, walk, bend, stoop, kneel, and reach
- Climb up or down stairs
- Able to reach above or below shoulders
- Occasionally lift or move objects weighing up to 10 lbs.
- Sitting at a desk or in a vehicle for long periods of time to perform certain job functions
- Be able to read, write, and interpret written documents

**Acceptance of the Food Bank of the Southern Tier's**

- Mission: Working together to build and sustain hunger-free communities throughout the Southern Tier
- Vision: The Food Bank of the Southern Tier is committed to creating a future without hunger, where access to healthy food by all is recognized as fundamental to the well-being and success of individuals and the foundation of a strong, vibrant society
- Organizational Values: Have Integrity, Be Brave, Share Your Strength, Respect Relationships and Honor the Mission

**EMPLOYER'S DISCLAIMER:**

- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities
- This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor
- This document does not create an employment contract, implied or otherwise, other than an "at will" relationship

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**EMPLOYEE CONFIRMATION:**

I have received and read a copy of this job description.

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Signature

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Date

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Print Name