

Conservation Trust for North Carolina
Donor Engagement Manager Job Description

Conservation Trust for North Carolina (CTNC) seeks candidates for the position of Donor Engagement Manager.

Position Title: Donor Engagement Manager

Starting Salary: \$54,000

Position Location: Triangle-based, currently hybrid in-person/remote with approximately 2 days per week in-office required

Target Start Date: February 6, 2024

Reporting Relationship: The Donor Engagement Manager reports to the Director of Philanthropy and works closely with other members of the Senior Management Team.

Position Summary: The Donor Engagement Manager is responsible for the day-to-day management of the philanthropy team's donor stewardship priorities including maintaining the organization's donor database, planning events and engagement opportunities to connect with existing and potential donors, ensuring effective collaboration with the finance team, and contributing to philanthropy messaging that excites and motivates constituents to support the mission, vision, and values of CTNC.

The Philanthropy team is responsible for meeting fundraising metrics and goals through effective and efficient management of CTNC's donor stewardship and sustainer programs, external donor communications, constituent management, and prospect research. This position will serve in a public-facing role regularly interacting with prospects and donors through digital and in-person opportunities. The ideal candidate will show enthusiasm for CTNC's mission, vision, and values and excitement to advance their career in philanthropy and donor stewardship. CTNC has set ambitious goals to grow the organization over the next two years. If the Philanthropy team can meet or exceed these goals, this position could advance to an expanded role with additional responsibilities.

CTNC's Commitment to Diversity and Inclusion in the Workplace, and Race Equity Practice:

Conservation Trust for North Carolina values diversity in all its many forms: diversity of demographic identity, experience, and thought. We seek to create an inclusive work culture where all staff and board members are valued for the diversity they bring to the organization.

We are committed to conserving land in ways that inspire and enable people to build resilient, just communities. We commit to using our institutional power and influence to push for systemic change where all people – regardless of race – share in the benefits of land conservation. At the personal level, we call upon all staff and board members to commit to ongoing learning about racial oppression and ongoing efforts to realize racial equity in conservation. To do this, we are committed to our own process of transformation and holding ourselves accountable to leading with values instead of outcomes. We measure our success by how well we live up to our values and how much we change the future through applying those values to conservation actions.

Core Responsibilities

FUNDRAISING AND DATABASE MANAGEMENT (50%)

- Support the Director of Philanthropy and Executive Director in developing, maintaining, and strengthening long-term relationships with existing donors, donor prospects, and intermediaries (wealth and philanthropic advisors)
- Manage CTNC's current donor portfolio and database (Raiser's Edge), including:
 - Data entry of gifts, donor information, pledge management, etc.
 - Donor contacts, records & mailing lists maintenance
 - Donor communication, interaction, and correspondence
 - Gift acknowledgment correspondence (per IRS (Internal Revenue Service) and land trust accreditation standards)
 - Donor research and actionable donor outreach list production
 - Donor/supporter/prospect engagement tracking and analysis
- Provide accurate and frequent reporting of metrics and fundraising progress toward goals through gift summaries, reports, and dashboards
- Assist with developing content for fundraising appeals and other fundraising materials
- Oversee and manage stewardship and growth of the monthly sustainer program

EVENT LOGISTICS & MANAGEMENT (20%)

- Plan and execute CTNC's current annual fundraiser events, special events, and socials including but not limited to the Conservation Celebration, Donor Appreciation Dinner, Annual Board Retreat, off-site Board Meetings, and other donor outreach events
- Provide logistical support to Executive Director and Director of Philanthropy in planning donor visits and small donor engagement events
- Represent CTNC while attending relevant community events that support philanthropic growth with prospective donors, partners, stakeholders, etc.
- Serve as a point person for all event related donor correspondence and help in developing marketing materials for all donor-centered events.

DONOR ENGAGEMENT COMMUNICATIONS (20%)

- Collaborate with colleagues across departments to carry out strategies and activities to increase donor and member value, loyalty, and engagement
- Work collaboratively with Senior leadership to enhance CTNC's donor-facing communications including website, social media, email, print materials, donor solicitations, event promotional materials, and other marketing materials as needed
- Assist with planning and executing CTNC's donor communications calendar, desired outputs and deliverables, and external vendor relationships

ADMINISTRATIVE/BOARD SUPPORT (5%)

- Process and deposit all checks and payments to the organization
- Collaborate with Finance Department in providing timely reconciliation of contributed revenue
- Draft meeting minutes for full Board and subcommittee meetings

- Pick up mail from Post Office (Raleigh); deliver packages as needed
- Manage renewals of compliance-related certificates

PROFESSIONAL DEVELOPMENT (5%)

- Actively engage in ongoing race equity education
- Stay abreast of developments and best practices in fundraising, including reading pertinent books, periodicals, and publications
- Stay attuned to Raiser's Edge software updates, emerging donor steward best practices, and ways to effectively use donor tracking tools to capture data and steward donors

****make a note that training will be provided**

Qualifications

This position is a mid-level role in nonprofit fundraising. While candidates with philanthropy experience may exhibit the qualifications listed below at the outset, we are open to applicants who lack specific philanthropy experience but show the motivation and aptitude to learn and grow quickly into this role.

We encourage applications from everyone whose interests and abilities align well with the position requirements:

- ✓ **Penchant for Philanthropy:** Interest and ability in stewarding donors and raising funds to support CTNC's mission, vision, and goals.
- ✓ **Experience:** 3-5 years of experience in fundraising, communications, or another people-management role.
- ✓ **Prioritize Accuracy:** Strong organizational and analytical skills, high degree of focus, and attention to detail, willingness to slow down to get the most accurate results.
- ✓ **Superior communication skills:** an ability to communicate our mission/vision to current and prospective donors through correspondence and in conversation.
- ✓ **Excellent team player:** ability to work and collaborate with others, respect for all team members and ability to foster and maintain an enjoyable, rewarding, and productive workplace.
- ✓ **Self-motivation:** Proactive self-starter with drive and ability to maintain focus and work independently without direct supervision. Comfortable working independently on multiple projects simultaneously, strong organizational and time management skills, a commitment to accuracy and integrity in all aspects of the job, and a desire to network within the philanthropic community.
- ✓ **Technical skills:** General office and computer skills are required. Understanding of Microsoft Office and Raiser's Edge Donor Management Software, website management and social media software.
- ✓ **Ability to think critically about ways to improve CTNC's donor stewardship program.**
- ✓ **Ability to retrieve, analyze, and synthesize information to create accurate reports and lists.**
- ✓ **Ability to prioritize and meet multiple deadlines.**
- ✓ **Ability to travel outside of the Triangle for overnight trips 2-3 times per year.**

Preferred:

- Familiarity with Raiser's Edge NXT or equivalent database tools and/or software and wealth screening tools and/or software

- Ability to draft newsletter, blog, and social media content for donor engagement
- North Carolina notary (or interest in becoming one)

*CTNC uses Raiser's Edge NXT by Blackbaud as its donor management software. Prior experience with Raiser's Edge is preferred but not required for this position. If the finalist does not have prior RENXT experience, CTNC will provide the necessary training to gain proficiency and certifications.

Essential Needs

- Equipment/Software: Must have access to reliable internet/Wi-Fi if working from a home-office
- Physical Demands: Must be able to sit/stand at a computer and type for lengthy periods
- Transportation: Rental car will be provided for travel outside the Triangle, but candidate must provide their own transportation to/from CTNC's Raleigh office

Benefits: CTNC is a Certified Family Friendly NC Employer. In addition to salary, CTNC offers benefit that are in line with best practices of its peer group: employees are eligible for a 403(b)-retirement plan, long-term disability insurance, access to 24/7 employee mental health assistance, and group health insurance and health savings account. CTNC currently offers 12 paid holidays, 2 paid religious observance or service days, vacation, bereavement, sick, family, and medical leave.

Beyond standard benefits, CTNC funds employees' participation in anti-racism training and learning as well as other individual professional development opportunities.

Applications will be accepted on a rolling basis until Sunday, January 7, 2024, or until the position is filled. To apply, submit one document that includes your cover letter, resume, brief writing sample, and three references via email with the subject line Donor Engagement Manager Application to:

Erin Witcher
Director of Philanthropy ewitcher@ctnc.org

Conservation Trust for North Carolina is an Equal Opportunity Employer and values diversity of all kinds in its workforce. CTNC prohibits any discrimination in carrying on its mission on the basis of race, color, religion, sex, age, national or ethnic origin, disability, sexual orientation or marital status. This includes all programs, projects, events and any other related activity sponsored by CTNC.

Given the sensitive nature of this work and the financial responsibilities of the position, CTNC routinely completes a background check on each staff member as a condition of employment. Special consideration will be given to different situations on a case-by-case basis.