



## **Job Description: Annual Giving Officer**

Job Title: Annual Giving Officer

Reports to: Director of Development & Advancement

Salary Range: \$54,000.00-\$63,000.00

### **Job Overview**

Under the guidance and supervision of Director of Development & Advancement, the Annual Giving Officer is responsible for planning and implementing strategies for identification, cultivation, solicitation, and stewardship of individual donors to support the mission Habitat for Humanity of Durham. This position will guide the direct mail and digital solicitation strategy and manage annual giving to the organization. The Annual Giving Officer will focus on strategically expanding the organization's annual giving program with a goal of significantly increasing the base of annual gifts through frontline prospect and donor management, and will work closely with leadership giving groups. The Annual Giving Officer is a key member of the development team. This is a full-time exempt position.

### **Duties and Responsibilities**

- Secure new, renewed, or increased funding from individuals through online giving, direct mail and digital campaigns, special events, and direct proposals
- Assure accurate and timely action entry, reporting, and stewardship
- Build and maintain positive relationships with individual donors, volunteers, and community stakeholders
- Attend community events and speaking engagements on behalf of the organization; work with groups for home sponsorships
- Plan and execute steps for donor identification, cultivation, solicitation, and stewardship for annual donors giving unrestricted gifts to the annual fund
- Liaise with Communications Coordinator, firms, and vendors to design and manage a comprehensive direct mail program and digital giving strategies and analyze direct mail/digital solicitation program results data to refine and increase ROI
- Oversee strategy and implementation for Giving Tuesday and other giving days
- Work with Director of Development & Advancement to establish revenue goals for fiscal year
- Synchronize messaging across channels as strategy takes form
- Interface with Volunteer Manager to aid in volunteer to donor conversion



- Collaborate with Development & Advancement team to establish benchmarks and regular reporting processes to measure results of all annual fund activities
- Work closely with organization communications to develop and manage consistent messaging to donors and prospects that aligns with solicitation and donor-specific stewardship communications
- Work effectively with Director of Development & Advancement to identify new donors and build strategies for engaging and encouraging donors to give at higher levels
- Manage our alternative giving program
- Work closely with donor groups such as our Foundation Society members, Sustainers, and Legacy Society members

### **Education, Experience, and Skills Required**

- Bachelor's Degree with 5+ years of fundraising experience and proven track record for securing gifts
- Demonstrated track record of developing and executing successful annual fundraising strategies
- Ability to collect, organize and analyze data related to donor giving
- Well versed in direct mail and digital solicitation best practices and implementation
- Proficient in donor database formats; knowledge of Raiser's Edge a plus
- Excellent organizational, writing, and verbal communication skills
- Must be strategic and forward thinking
- The ability to be motivated and a self-starter
- The ability to take direction and multi-task
- Positive attitude and passion for playing a role in fulfilling the organization's mission
- Considerable knowledge of fundraising techniques and sources of funding
- Ability to handle multiple projects, set priorities, and meet deadlines
- Must have valid Driver's License and reliable transportation to attend outside meetings

### **Note**

- Some weekend and evening event staffing is required.