



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

Job Title: Annual Giving and Events Officer

Reports to: Director of Development & Advancement

Salary:

### **About Habitat for Humanity of Durham**

*Mission: Habitat for Humanity brings people together to build homes, communities, and hope.*

Habitat for Humanity of Durham believes that all of Durham's neighbors should have a safe, decent, and affordable place to call home. Founded in 1985, Habitat for Humanity of Durham has built, sold, and financed more than 470 homes in Durham, in urban infill locations and in newly developed neighborhoods. Durham Habitat is both builder and lender, and Durham Habitat currently builds, sells, and finances 15 to 20 single-family homes per year, providing bright futures and positive outcomes for low-income residents who need affordable housing. In addition, Durham Habitat completed critical repairs on over 500 non-Habitat homes for owner-occupied, low-income homeowners.

Through our mission, we help individuals empower themselves through safe and affordable homeownership. We believe that dignity and hope are best achieved through equitable and accountable community partnerships. We operate according to the belief that dismantling systems of oppression and marginalization leads to a more equitable and inclusive society. We implement organizational practices that help minimize unconscious biases, promote equity and inclusion, and foster candid conversations.

### **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, including coordination of all development-focused events. The Annual Giving and Events 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.
- Plan and execute steps for donor identification, cultivation, solicitation, and stewardship for annual donors giving unrestricted gifts to the annual fund.
- Design and manage a comprehensive direct mail program and digital giving strategies with the Communications and Brand Manager, and partner vendors.
- Analyze the 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.
- Develop and manage consistent messaging to donors and prospects that aligns with solicitation and donor-specific stewardship communications, synchronizing the messaging across channels as strategy takes form.
- Interface with the Volunteer Engagement Supervisor to aid in volunteer to donor conversion.
- Collaborate with the Development & Advancement team to establish benchmarks and regular reporting processes to measure results of all annual fund activities.
- Work effectively with Major Gifts Officer to identify new donors and build strategies for engaging and encouraging donors to give at higher levels.
- Work closely with donor groups such as our Foundation Society members, Sustainers, and Legacy Society members.
- Lead all logistics including invitations, communications, planning, production, and donor stewardship of major annual fundraising events, including and not limited to: Foundation Society Breakfast, Spring fundraisers, Builders Blitz, and CEO Build.
- Lead, coordinate, and participate in revenue-generating community events (e.g., Octobullfest, Beerthoven, Brews and Blues) with key partners and corporate sponsor groups.

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

- Bachelor's Degree with 3+ years of fundraising experience and proven track record for securing gifts or 5+ years translatable experience.
- 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 to handle multiple projects, set priorities, and meet deadlines.
- Positive attitude and passion for playing a role in fulfilling the organization's mission.
- Commitment to diversity and a history of working effectively with colleagues, volunteers, prospects and donors irrespective of their economic status, ethnicity, gender-identity, educational level or sexual orientation.
- Must have valid Driver's License and reliable transportation to attend outside meetings.

### **Note**

- Some weekend and evening event staffing is required.