

ANNUAL FUND MANAGER

Based in the San Francisco Bay Area

Management Recruiters - Mid Hudson Valley is an executive search firm focused solely in serving the nonprofit sector. We have a national practice and the large majority of our placements are executive leadership and senior fundraising professionals.

Our client is the **SETI Institute (SETI – www.seti.org)**. SETI's mission is to explore, understand and explain the origin and nature of life in the universe and to apply the knowledge gained to inspire and guide future generations. They have a passion for discovery and for sharing knowledge as scientific ambassadors to the public, the press and the government.

Founded in November, 1984, the SETI Institute began operations in February 1, 1985. Today it employs over 130 scientists, educators and support staff. Research at the Institute is anchored by three centers: the Carl Sagan Center for the Study of Life in the Universe, the Center for Education and the Center for Public Outreach. Their 2015 990 reflects revenue from contributions at just under \$18 million.

SETI has engaged us to recruit and place an Annual Fund Manager with them. The position is based in the San Francisco Bay area at their headquarters in Mountain View.

Position Overview

The SETI Institute is adding the position of Annual Fund Manager to their friendly, collaborative and hardworking Development team. The Annual Fund Manager will be strategically driven, able to work independently, and will lead the effort of raising donations from a large pool of donors giving \$1,000 or less annually.

Working collaboratively with the Director of Development, the Annual Fund manager will focus on fulfilling the Development goals of the Institute including growing the Annual Fund. The ideal candidate will be a data-driven fundraiser with the ability to lead the creation of inspiring campaigns. CFRE preferred; if without, SETI Institute will support the successful candidate in attaining this credential.

Key Responsibilities

Fundraising

- Lead and set fundraising strategy and creative direction for all parts of the Direct Response program in collaboration with the Director of Development, and direct response vendor.
- Responsible for the execution of all Direct Response fundraising activities, including digital campaigns, direct mail, crowdfunding, and other tactics; manages vendor relationship with direct response consultant.
- Manage 4 annual cornerstone campaigns and additional direct response solicitations as opportunities arise.
- Develop and implement donor retention, upgrade and cultivation strategies in collaboration with the Director of Development.

- Manage workplace giving and matching gifts programs.
- Grow monthly giving program and develop new stewardship and communication strategies.
- Analyze direct response data, test different strategies, versions, and packages.
- Develop and execute acquisition strategies.
- Work with Director of Communications and Webmaster to promote all direct response campaigns with Institute's communications assets.

Donor Services, Acknowledgement and Retention

- Manage the Gift Processing staff, and provide oversight for gift processing and acknowledgement.
- Ensure that all gifts are recorded accurately and donors receive timely acknowledgements.
- Develop and manage donor retention strategies and grow the donor retention program.

Database Administration

- Provide leadership and direction to staff on use of software (currently Raiser's Edge NXT)
- Manage all data requests for Annual Fund and Major Gifts communications; review mailing lists, recognition lists and financial reports for accuracy.
- Produce analytics and data reports to track campaign performance.
- Manage online giving performance analytics.

Department Administration

- Support the Director of Development in developing and maintaining an annual revenue and expense budget, implementing new fundraising strategies, and creating a strategic work plan for the Annual Fund each year.

Qualifications

- Bachelor's degree and minimum of five years Annual Fund/fundraising experience are required.
- Experience managing full-time, fund raising support staff.
- Excellent written and oral communications skills.
- Ability to craft creative, mission-driven copy that motivates donors to give.
- Must perform in a rapidly changing environment and be able to adapt quickly to change tactics as necessary to improve revenue results.
- Must possess strong project management and exceptional interpersonal skills.
- Detail oriented and able to complete complex projects accurately with minimal supervision.

- Excellent computer skills with proficiency in Raiser's Edge or other fundraising software system, Excel and Word.
- Knowledge of current nonprofit fundraising best practices highly desired.
- Ability to establish and maintain productive relationships across the board are critical in this role.

This is a full-time salaried position based in SETI's Mountain View, CA headquarters. SETI offers a very competitive salary, as well as a comprehensive benefits package.

If you are interested in this excellent career opportunity, please email your resume and cover letter (**Word documents only, please**) to:

Tom Damewood
Owner / Manager
Management Recruiters – Mid Hudson Valley
Email – tdamewood@mrmhv.com
Phone – 845-227-3161