

Title: Donor Relations Officer

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## DONOR RELATIONS OFFICER

### Job summary

Working with the Donor Relations Manager and Director of Annual Giving, the Donor Relations Officer is responsible for planning and implementing donor relations strategies to meet revenue and retention goals for donors with annual gifts ranging from \$500 to \$10,000, as well as annual and planned gifts prospects.

### Core Responsibilities

- Working closely with Donor Relations Manager and Director of Annual Giving, develops and implements strategies for personal cultivation, solicitation and stewardship of Packards' Circle and mid-level donors with gifts ranging from \$500 to \$10,000, with special emphasis on retention of current donors and cultivation leading to higher levels of giving.
- Works with Donor Relations Manager to develop goals and targets for revenue and donor circle growth as well as personal engagement contacts for annual and planned gifts prospects; regularly monitors individual progress and reports to Donor Relations Manager.
- Maintains regular, personal communication with assigned portfolio of donors. Meets agreed-upon goals for meaningful contacts, including but not limited to telephone calls, personal meetings, Aquarium tours and personalized program updates.
- Proactively identifies donors for increased giving or major gift consideration to Donor Relations Manager, Director of Annual Giving and VP of Development; develops and implements action plans for these donors as needed.
- Maintains portfolio of prospects for giving \$500-\$10,000 annually; works with Donor Relations Manager and Director of Annual Giving to create and implement appeals and communications strategy.
- Proactively identifies Gift Planning and Endowment prospects within assigned portfolio and works with Donor Relations Manager, Director of Annual Giving and Gift Planning team to create and implement strategies for personal asks. Provides stewardship of current Ocean Legacy Circle donors within assigned portfolio.
- Implements in-house calling efforts with donor leads for the Gift Planning Calling Campaigns.
- Makes regular discovery and survey calls to qualify and confirm the prospect research data; works with Donor Relations Manager to create and implement the cultivation and solicitation plans to move the prospects up through the pipeline.
- Works with Director of Annual Giving and others as needed to prepare customized letters and emails for donors.
- Provides regular updates and reports, including weekly progress and activity reports and updates in the annual fund program reports for Development
- Assists with special projects and attends events as assigned.

### Absolutely Required Skills / Knowledge / Ability / Experience or Education

- Minimum four year degree or equivalent experience
- Two or more years of fund raising experience in a non-profit organization
- Two or more years of experience in a donor relations or gift officer role with demonstrated success closing gifts
- Excellent organization skills and attention to detail
- Excellent customer service and written/oral communications skills
- Must be able to work well in a fast paced, team environment
- Proficient computer skills including Microsoft Office
- Ability to work within, and maintain MBA's Core Values

**Desired Skills / Knowledge / Ability / Experience or Education**

- Experience with gift planning and major donor preferred
- Two years of experience working with database programs, Raiser's Edge preferred