



## **JOB DESCRIPTION**

**Title:** Annual Fund Manager

**Reports to:** Director of Development

**Terms:** Full-time / Salaried / Eligible for Benefits

**Location:** 20 Palmer Court, White River Junction, Vermont

## **Organizational Profile**

The [Vermont Center for Ecostudies](#) (VCE) advances biodiversity conservation in the northeastern US and internationally through scientific research and community engagement. Our work involves researching and monitoring biodiversity in a variety of ecosystems and delivering results to inform management and policy decisions. We engage thousands of volunteers in a wide range of projects through data collection and monitoring.

At VCE, we believe that kindness and collaboration are integral to effective conservation science. Our staff is committed to creating a workplace culture that respects and celebrates diversity and values the wellbeing of all employees. We accomplish this by fostering inclusivity and offering flexibility within the workday to encourage a healthy work-life balance.

## **Position Summary**

The Annual Fund Manager works closely with the Director of Development to refine and **improve a growing and effective annual giving program**, including: multiple direct mail and electronic appeals; a recurring giving program; cultivation, stewardship, and relationship management of mid-range and lower-level donors; statistical reporting and analysis; mail list management; and donor and prospect research. The Annual Fund Manager **helps develop and implement fundraising strategy and stewardship programs for annual fund donors** and constituents in tandem with the Director of Development. They also improve our fundraising systems and processes and help plan and organize special events and other donor engagement opportunities.

**The Annual Fund Manager is an effective written and verbal communicator** with demonstrated success developing and designing messages, including narratives, lists, emails, plans, reports, and memos, for many audiences and with great attention to detail.

**The Annual Fund Manager is a self-starter who manages time effectively** and can balance competing priorities. The Annual Fund Manager also must be **a team player** who enjoys, seeks, and welcomes regular collaboration with VCE's development team and other staff, including the communications team.

Though not expected to be an expert in VCE's programmatic and research content, the Annual Fund Manager has a solid **understanding of and appreciation for VCE's work** and articulates VCE's mission and activities in compelling ways.

## **Primary Responsibilities**

- **Manage execution of VCE's annual fund program.**
  - Plan and conduct three to four print **appeals** each year that coordinate with online appeals, in collaboration with the development and communications teams and

contractors. This involves, but is not limited to, management and improvement of the full appeal cycle, including message development, list creation and segmentation, appeal printing and mailing, recordkeeping in LGL, reminders, gift acknowledgment, and impact reports to constituents.

- o Draft **donor communications** and messaging, including but not limited to gift acknowledgements, pledge reminders, stewardship communications, and other development materials, coordinating message development and delivery with the Director of Development, Director of Science Communications, and others to ensure seamless and streamlined communications in keeping with VCE's mission and values.
- o **Develop and implement donor segment-specific strategies** to increase participation among VCE's audiences by planning for donor acquisition, cultivation, and stewardship in support of the annual development plan.
- **Recognize and steward individual donors** within the annual fund donor portfolio to deepen their engagement with VCE through the implementation of thoughtful cultivation and stewardship including appeals, donor trips, stewardship and cultivation events, and development communications and systems.
- **Standardize and monitor metrics across all VCE programs** to track and evaluate annual fundraising activity with input from the development team. Prepare regular progress reports.
- **Identify and pursue opportunities to improve VCE's development program** in concert with colleagues by contributing to the development of VCE's strategy to grow VCE's donor base and deepen relationships with supporters.
- **Uphold high standards of integrity and embody VCE's values of collaboration, kindness, and action.**

### **Qualifications**

- At least three years of recent experience in nonprofit development, including administration or oversight of appeals, gift acceptance and acknowledgement, donor database management, donor correspondence, and organization of fundraising activities
- Proficiency with donor databases (Little Green Light preferred)
- Commitment to and deep interest in VCE's mission, projects, and our approach to biodiversity research and conservation
- Ability to communicate clearly and concisely in writing and conversation
- Strong organizational and planning skills
- Enthusiasm for working in teams
- Motivation to perform thorough and detail-oriented work
- Demonstrated success learning and utilizing software and technology
- Proficiency with administrative tools and systems that enhance communication and planning
- Ability to create efficient, replicable processes and protocols
- Capacity to recognize and maintain confidential donor and gift information
- Openness to giving and receiving constructive feedback
- Commitment to excellence
- Readiness to juggle multiple tasks and complete them in a timely manner
- Proficiency with Microsoft Office programs, particularly Word and Excel, and Google Workspace
- Bachelor's degree or equivalent experience