



Job Description

Job Title: Fund Development Manager

Status: Full-Time

Reports to: CEO

Approved by: _____

Date: _____

Summary of Position: Reporting to the CEO, the Fund Development Manager is responsible for planning and coordinating all aspects of fund development and public relations for Wasilla Area Seniors, Inc. Provides leadership on all fundraising initiatives including special events, major gifts, planned giving, sponsorships, donor cultivation, and grant writing. Identifies, organizes, and manages fundraising activities with a focus on new opportunities to obtain ongoing and increased support from corporations, public and private organizations, faith communities, and individuals.

Responsibilities and Duties:

- Adhere to and clearly articulate the mission and core values of WASI.
- Develop and implement a written annual development plan with strategies for donors and prospects that includes individuals, faith groups, organizations, corporations, etc.
- Provide monthly reports to the CEO and the Board of Directors.
- Broaden Wasilla Area Seniors, Inc. by developing approaches such as planned giving, solicitation of bequests, and endowment programs.
- Other duties as assigned.

Strategic Oversight Fund Development Efforts

- Create and implement strategies for donor development and cultivation which will provide a diverse and sustainable funding base for Wasilla Area Seniors, Inc.
- Identify and pursue new sources of corporate and foundation funding.
- Build and maintain relationships with major donors of all types, develop strategies for solicitation, and solicit or coordinate the solicitation of staff, board, or volunteers, as appropriate.
- Develop and implement all aspects of direct donor mailings, appeal letters, and other donor mailings as needed.
- Ensure that the donor database information is current and accurate.
- Acknowledgement of all gifts and donations.
- Responsible for grant research, writing, execution, and follow-up.
- Cultivate and solicit support, and develop long-term relationships with key donors, Coalition members, sponsors, and foundations.
- Develop e-communication strategy including PR and fundraising components.
- Manage all giving functions, including all set up and breakdown before and after event.
- Coordination of the Pick. Click. Give. campaign.

External Advocacy and Support, Public Relations, and Marketing

- Development of promotional materials including print, radio, television, website, Newsletter, and social media.
- Outreach to local community, Represents WASI's programs and services throughout the community through public speaking events as well as presentations.
- Foster relationships with local media outlets.
- Coordinates community partnerships with other local non-profits.
- Newsletter content and layout responsibilities.

Collaboration of WASI Programs and Services

- Conduct education and advocacy throughout the Mat-Su Borough to increase public awareness of WASI services and programs.
- Build internal relationships to foster organizational growth.
- Attend program-specific events.
- Responsible for volunteer recruitment, training, management, and recognition
- Attends by-monthly management meetings.
- Attends monthly All Staff meetings.

Qualifications

- B.A./B.S. preferred with an emphasis or concentration in business, marketing, public relations, or related field or two – five years professional development and fund development experience.
- Ability to use and/or learn a variety of software programs with comfort and ease. Eager to improve own skills.
- Ability to handle multiple projects simultaneously.
- Ability to work well with people from all backgrounds with varying degrees of experience. Ability to inspire, train, motivate, challenge, and supervise volunteers.
- Confident public speaking and able to express ideas verbally and in writing.
- Clean background check
- Current valid Alaska driver's license, clean driving record and proof of insurance

Core Competencies:

- Belief in and ability to articulate the mission and core values of WASI
- Positive reputation in the community
- Team player
- Self-directed and motivated
- Empathic communicator
- Positive Attitude

Physical Demands: While performing the responsibilities of the position, the employee is required to up to lift 50lb.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually quiet to moderately loud.

NOTE: WASI is a dynamic organization changing as needed to best address its goals. This job description is representative of duties at a moment in time and is intended as a "living document" updated periodically to reflect changes in job responsibilities and/or emphasis. It is not intended or implied to be an employment contract but is a communication tool to explain the responsibilities, advertise the job and identify performance measures and potential training needs.

I received a copy of this job description, and the responsibilities of my job were explained to me by my supervisor.

_____	_____	_____
Employee Signature	Printed Name	Date

_____	_____	_____
Supervisor's Signature	Printed Name	Date