

Meals on Wheels of the Monterey Peninsula Development Manager



Job Brief

If you live and breathe development – and have a heart for nonprofit work – we need to talk. We're looking for a versatile development pro who will be responsible for nurturing and growing our fundraising portfolio. This role is vital to positioning MOWMP in the forefront of a diverse audience of donors and donor prospects. You will develop and manage the annual direct mail and online giving programs, as well as creating/executing/tracking/analyzing fundraising campaigns, managing the development budget, and ensuring that all supporters of our agency are engaged and supported in meaningful ways. To be successful in this role, you should have hands-on experience managing a robust grants program, support staff, and general fundraising programs like mail appeals, events, digital campaigns, etc. Ultimately, you will help us further root our presence in Monterey County with the goal of keeping MOWMP top-of-mind for anyone and everyone facing food insecurity.

Responsibilities

Direct Mail and Digital Fundraising

- Manage production and deployment of digital, direct mail and integrated fundraising campaigns
- Use eTapestry to build and execute email campaigns for integration with mail campaigns
- Ensure that all accompanying assets like donation pages, social media ads, automated gift receipts, and gift acknowledgment letters are coordinated and aligned to our brand identity
- Work with the Development Director to establish an annual budget
- Work with external vendors to accurately deliver direct mail campaign strategy, design, print, and execution
- Develop segmentation strategies to increase response rates and giving levels
- Track results and report on performance; provide other data and donor reports for overall analysis and metrics

Campaigns & Communications:

- Develop and implement campaigns on an annual or semi-annual basis to acquire new donors
- Plan, develop content, design, and produce regular monthly content to support the marketing team
- Deploy emergency appeals, current stories, or other donor updates as necessary

Special Events

- Aid as needed in the execution of all special events
- Manage mailing lists needed for solicitations and invitations
- Research opportunities for increased fundraising with special events and work collaboratively with the marketing team that will lead to increased revenue and improved donor experiences
- Participate as needed on the day of any given special event or onsite donor cultivation events

Grants

- Research opportunities for grant funding for specific to food and senior programs
- Oversee all aspects of grants and proposals including writing, budget, research, cultivation, data collection, evaluation, and reports

Development Database Administration

- Serve as the agency's eTapestry super user in regard to gift input, reports, communications, etc.
- Regularly update acknowledgment letters to match each direct mail campaign, event fundraising, or other donations including major gifts, tribute donations, in-kind donations, and grants

Donor Services

- Develop and launch an ongoing, evergreen planned giving program
- Greet visitors on site; answer questions and introduce guests to other staff when appropriate
- At all times maintain a pleasant, courteous, and tactful attitude with the public
- Be knowledgeable and adhere to the goals and objectives of MOWMP
- Educate the public when and where appropriate to the mission and goals of the MOWMP
- Adhere to the high standard of transparency and integrity, which is integral to all MOWMP interactions with staff, volunteers, donors, and the broader community

Skills Required

- 5+ years of non-profit fundraising experience
- Must have strong computer skills, with advanced level skills working with donor database systems
- Experience implementing and deploying digital fundraising campaigns
- Outstanding written fundraising communication skills including copyediting and proofreading
- Strong organizational and project management skills are key along with the ability for managing multiple projects concurrently in a fast paced environment
- Excellent oral and written communication skills. Command of business English, grammar, and composition.
- Ability to work collaboratively with others to constructively solve problems and resolve conflicts
- Must be team-oriented and communicate effectively with the public, fellow employees, donors, and volunteers
- Exhibit willingness and ability to adjust tasks in accordance with changing deadlines and priorities
- Organized, detail-oriented, good problem solver

Perks & Info

- Hourly, Full Time Position
- Benefits include:
 - Very competitive salary
 - Health, dental, and vision insurance
 - Paid time off
 - Matching 401k
 - Working with people and a cause that truly makes a difference

If interested in this opportunity, please send your resume to Jacob Shafer, Development Manager at jshafer@mowmp.org with the subject line "Development Manager"