



## DONOR RELATIONS ASSOCIATE

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### Job Description

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**JOB TITLE:** DONOR RELATIONS ASSOCIATE  
**REPORTS TO:** Development Manager  
**DATE:** January 2023

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**SUMMARY:** The Donor Relations Associate is responsible for planning and implementing cultivation and retention programs for donors giving \$500+ on an annual basis. Manage and grow Constant Companion monthly giving program including stewardship of donors and account updates. Manage and grow vehicle donation and coin bank programs. Assist with development events as needed.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

##### **I. DONOR RELATIONS**

- Working closely with the VP of Development and Development Manager, develop and implement short and long term strategies for personal cultivation and stewardship of mid-level donors with annual giving of \$500+, with special emphasis on retention of current donors and cultivation leading to higher levels of giving.
- Working with the Development Manager, establish goals for donor communication and cultivation using RE workflows to provide guidance; provide monthly reporting on all donor-related activities via RE reporting supplemented with personal highlights.
- Cultivate the portfolio of \$500-\$4,999 donors by developing and utilizing a personal communication strategy. Using a documented workflow, make meaningful connections, including but not limited to telephone calls, personalized emails, mailings, tours, handwritten acknowledgements and personalized program updates.
- Manage and grow Constant Companion monthly giving program including the stewardship of donors and account updates through a strategic acquisition and retention plan.
- Work closely with the VP of Development to secure major gifts.
- Use Raiser's Edge database to research and identify key donors, to determine next steps by using a workflow practice, and to document all donor interactions.
- Working with the Events and Digital Engagement Officer, assist with the planning of donor-related events, including the Bow Wow & Meow Breakfast and the Legacy League/Kinnoull Lunch. Assist with other fundraising events as needed.
- Monitor progress and success of donor cultivation efforts; share information with Development Manager and VP of Development.
- Cultivate relationships within our SPCA team to further a donor-centric culture.

- Develop plan to increase revenues received from the vehicle donation program and coin banks; manage all aspects of these programs; provide monthly reporting.
- Perform a variety of administrative duties directly related to development activities.

**II. DONOR SERVICES, PUBLIC IMAGE AND EDUCATION**

- Provide assistance to donors by phone, in person, and via email.
- Notify appropriate staff of volunteer requests, planned gift information and update records to reflect actions.
- Maintain a pleasant, courteous and tactful position with the public at all times. Refer issues or difficult situations that cannot be solved to the Director of Development or other appropriate department head.
- Understand and adhere to the goals and objectives of The SPCA and impart this knowledge to the general public.
- Possess, maintain, and communicate those values which are held important by The SPCA and act accordingly with those values when representing The SPCA and when sharing those values with others.

**III. OTHER RESPONSIBILITIES**

- Ensure that all development office work areas are maintained in a clean, safe and presentable manner at all times. Report all safety and physical maintenance needs to the Director of Development or other appropriate department head.
- Utilize volunteer support as appropriate to complete job duties
- Maintain and communicate values held important to the mission of the SPCA.
- Actively support decisions, policies and procedures as developed and directed by the SPCA Senior Management.
- All other duties as assigned.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Requirements listed below are representative of the knowledge, skill and/or ability required.

**SKILLS AND ABILITIES**

- Must have strong computer skills, with advanced level skills working with Raiser's Edge/Raiser's Edge NXT, Blackbaud Luminate, Microsoft Office (especially Excel and Word), Google Apps and Gmail.
- Minimum four year degree or equivalent experience
- Two or more years of fund raising experience in a non-profit organization
- Must be able to manage multiple tasks and meet deadlines, willingness and ability to adjust tasks in accordance with changing deadlines and priorities
- Excellent oral and written communication skills
- Demonstrated knowledge and command of business English, grammar and composition
- Willing and able to work collaboratively and cooperatively with others to constructively solve problems and resolve conflicts
- Must be team-oriented and communicate effectively with the public, fellow employees and volunteers
- Excellent organization skills and attention to detail
- Ability to work within and maintain SPCA Monterey County's mission and values.

**EDUCATION and/or EXPERIENCE:**

- HS Diploma
- Minimum four year degree or equivalent professional experience
- Two or more years of fundraising experience in a non-profit organization

**PHYSICAL DEMANDS and WORK ENVIRONMENT:** physical demands and work environment characteristics described here are representative of those that must be met (or may be encountered) by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **PHYSICAL DEMANDS:** While performing the duties of this job, the employee is required to sit at a desk and work at a computer with a video display terminal for long periods of time. Will occasionally stand and walk. Ordinary talking, conversational hearing and ability to see near and far are constant requirements.
- **WORK ENVIRONMENT:** While performing the duties of this job, the employee regularly works indoors, with limited yet possible exposure to loud noises, offensive odors, chemicals, animal parasites, animal food or waste, live and deceased animals, and hostile or aggressive animals.

SPCA Monterey County reserves the right, at any time with or without notice, to alter or change job responsibilities, reassign or transfer employees, or assign additional job responsibilities.

This job description does not constitute a written or implied contract of employment.

**ACKNOWLEDGEMENT & RECEIPT**

I acknowledge that I have received, read, and sought clarification of any questions I have about the content of this job description.

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Employee Signature

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Date