



**Position Title:** Annual Fund Manager

**Department:** Development

**Reports to:** Director | Marketing and Development

**FLSA Classification:** Full-time hourly, exempt (occasional weekends and evenings)

**Salary:** Commensurate with experience

**Job Summary:**

Are you passionate about making a difference in the community? If so, we need your skills and talents. You can be part of the team leading Sacramento's exciting new attraction – the SMUD Museum of Science and Curiosity (MOSAC).

Working closely with other members of the organization and reporting to the Director of Marketing and Development, the Annual Fund Manager will have primary responsibility for ensuring successful community support through annual fundraising and membership campaigns and appeals. This position leads efforts to develop philanthropic strategies to create opportunities to give throughout the year, writes grant proposals for corporate and foundation funding, and oversees the donor database and donor acknowledgements.

The Annual Fund Manager will be responsible for all aspects of a membership program that is part of the annual fund. This position will develop and implement a strategy for direct mail and electronic member communications and cultivation efforts, including events and member benefits. This position oversees a Development Coordinator who assists in the day-to-day activities supporting the membership program and the Development team.

**Supervisory Responsibilities:**

- Organizes and oversees the schedules and workflow of the Development Coordinator.
- Handles training and disciplinary actions in coordination with management to ensure policies and practices are followed.

**Duties/Responsibilities:**

- Create, implement and evaluate strategies that lead to sound donor cultivation, prospecting, segmenting, acknowledgement, recognition and stewardship.
- Develop and implement annual campaign plan, craft appeals and assist with online advocacy and list growth efforts



- Execute direct mail campaigns: develop timeline, craft solicitation letters, make follow-up calls
- Plan and implement fundraising and donor cultivation events, help with sponsor recruitment, coordinate event promotion, materials, and fundraising event management
- Ensure effective and efficient utilization of and manage donor database functions including data entry, data quality, cash and in-kind donations, production of reports, tax receipts, credit card donations, and recurring gifts
- Research, build and maintain donor and member profile records.
- Craft grant proposals and reports that are clear, compelling, and persuasive. Work with contracted grant writers for large grant opportunities.
- Assist Director of Marketing and Development in implementing strategies to upgrade existing Annual Fund donors to major and/or planned gift donors
- Provide guidance and supervision to Development Associate
- Develop and implement strategies to recruit new members and retain existing members
- Prepare membership marketing materials for internal and external distribution
- Partner with and train the Guest Services, Marketing, and Volunteer teams to increase onsite membership sales and renewals
- Participate in the Events IPT to plan and organize events and activities for existing and prospective members
- Other duties as assigned

#### **Required Skills and Experience:**

- Bachelor's degree required
- Minimum two to four years of Development experience, including demonstrated success in individual giving, corporate sponsorship, membership and special events fundraising and management
- Proven track record of success in donor acquisitions and retention
- Preferred proficiency in Blackbaud's Altru or similar donor database software
- Proficient with Microsoft Office Suite or related software
- Exceptional written communication skills to prepare, proofread, and edit a variety of correspondence and reports for correct grammar, punctuation, and spelling with excellent attention to detail
- Excellent verbal and interpersonal communication skills, including the ability to effectively communicate in a variety of settings with diverse stakeholders, and maintain confidentiality
- Self-directed with the ability to work both independently and as part of a team
- Skilled at establishing and cultivating strong relationships with peers, across different levels of the organization, as well as externally
- Excellent time management skills with a proven ability to meet deadlines



- Ability to function well in a high-paced and, at times, stressful environment
- Must possess a valid driver's license

**Physical Requirements:**

- Prolonged periods of sitting at a desk and working on a computer
- May require standing and walking 75% of the time, lifting up to a maximum of 30 pounds, and other physical actions that include stooping, kneeling, crouching, crawling, reaching, pulling, and pushing

To protect our team members, volunteers, students, and guests, MOSAC requires that all employees be fully vaccinated with a COVID-19 vaccination series approved by the U.S. Food and Drug Administration (FDA) or the World Health Organization (WHO). Reasonable accommodations will be made for a qualified disability or sincerely held religious belief.

This position is at will, exempt, and full time. Benefits include insurance (health, dental, vision and life), a 403b retirement plan, paid vacation and PTO. For more information: [www.visitmosac.org](http://www.visitmosac.org).

Application Procedures: Please submit a cover letter and CV or resume addressing your qualifications as they align with the job description by email to [svandeventer@visitmosac.org](mailto:svandeventer@visitmosac.org). Please also provide names, with contact information, of three professional references. No phone calls will be taken for this application.