



DIRECTOR OF ANNUAL GIVING

General Description

The Director of Annual Giving reports to the Executive Director and is a member of the Foundation's management team. The Director of Annual Giving is responsible for strategic design, execution, management and measurement of the Minnesota Zoo Foundation's annual giving programs, with the goal of increasing gift revenue and donor participation.

Essential Duties and Responsibilities

- Develop an integrated matrix of solicitation strategies involving tactics such as direct mail, e-mail, social media, crowd-funding initiatives, personal visits/solicitation and donor engagement all focused on consistently increasing levels of annual support.
- Provide strategic direction and short and long range planning in the context of growing the annual giving program, while supporting the greater development goals of the Minnesota Zoo Foundation.
- Manage oversight for the Director's Circle giving club (\$1,000 and above). Collaborate with major gift staff to develop and implement a strategy for annual upgrades.
- Supervise staff, including Annual Giving Manager, Annual Giving Associate and Donor Data & Stewardship Coordinator.
- Retain donors from year to year through an efficient and effective gift acknowledgement process, loyalty societies, and other stewardship initiatives.
- Work effectively with Major Gift and Corporate and Foundation colleagues to build strengthen the pipeline of major donors, and, to gain strong participation in annual giving.
- Manage a personal portfolio of donors and personally solicit assigned prospects for annual gifts.
- Act as liaison to the Zoo Marketing and Communications teams.
- Act as point of contact for annual giving events; at times manage and lead events.
- Develop a portfolio of reports from the Tessitura database for measuring performance, analysis, and reporting.
- Develop and manage the department budget.

- Additional responsibilities may be assigned based on the changing needs of the organization and the successful candidate's interests, aptitude, and experience

Work Experience and Qualification Requirements

- Seven or more years' experience in annual giving, with at least two years of supervisory experience.
- Demonstrated success developing and executing a strategically based annual giving plan.
- Strong managerial, leadership, supervisory, and budget-management skills.
- Demonstrated analytical and fundraising skills with the ability to recognize opportunities, and use data to identify critical, high pay-off activities and prioritize them to attain goals.
- Demonstrated ability to clearly represent and present the mission and vision of the Minnesota Zoo.
- Collaborative style and the ability to work with a diverse group of individuals both inside the organization and out in the community.
- Strong organizational skills, including the ability to prioritize and manage multiple deadlines
- Excellent written and oral communication skills.
- Ability to work independently and proactively while keeping supervisor apprised of issues, opportunities and progress.
- High degree of integrity, ethical decision-making, and commitment to maintaining confidentiality.
- Experience working with Tessitura preferred.
- Proficiency with Microsoft Office.
- Experience working in a nonprofit organization preferred.

Education Requirements

- Bachelor's degree

Reports to: Executive Director

Supervises: Annual Giving Manager, Annual Giving Associate and Donor Data & Stewardship Coordinator

Type of Position: Full-time, Exempt

Last Reviewed: 02/13/2018