Annual Giving Manager
Position Description

The Organization

The Minnesota Zoo Foundation (Foundation) is a 501(c)3 nonprofit organization whose purpose is to help realize the mission of the Minnesota Zoo by raising contributed income from individuals, corporations, and foundations; securing planned gifts; hosting cultivation and fund-raising events; leading and/or participating in Zoo programs and activities; and advocating on behalf of the Zoo.

The Minnesota Zoo opened in 1978 as a state agency with a mission to connect people, animals, and the natural world to save wildlife. Today the Minnesota Zoo is the state's largest environmental learning center and an international leader in providing high-quality education and conservation programs that bring families in touch with the diverse habitats, cultures, and animals of the natural world. The Minnesota Zoo Foundation and Minnesota Zoo are committed to a close collaboration in achieving our joint mission. Our vision is a future where wildlife thrives in Minnesota and beyond, and our mission is to connect people, animals, and the natural world to save wildlife.

The Minnesota Zoo Foundation's current guiding priorities are People First, Data Driven, Sustainable Business Model, and Donor Journey.

General Description

The Minnesota Zoo Foundation seeks an experienced Annual Giving Manager to join our dynamic fundraising team. This is a full-time, exempt position reporting to the Director of Annual Giving. The role is key to the expansion of our annual giving fundraising program and achieving our annual financial goals. The Annual Giving Manager will design and implement a comprehensive annual fundraising plan for gifts <$1,200 that supports the Foundation's goals to build broad community awareness of and support for the Foundation's work supporting the Minnesota Zoo.

Please note: This role is a hybrid position, and is onsite at the Minnesota Zoo a minimum of one – two days each week, with some additional time required to support events, including occasional nights or weekends. This is a full-time, exempt position with a set starting salary range (listed below), who will report to the Director of Annual Giving.

Essential Duties and Responsibilities

- Create and assess the short- and long-term annual giving strategies to achieve aggressive and sustainable growth for general operating support
- Develop and implement diversified annual giving strategies and campaigns including direct mail, monthly giving, workplace giving and corporate matching gifts, online and peer-to peer fundraising, and other opportunities as identified.
- Collaborate with Zoo and Foundation staff to energize the donor pipeline working closely with:
    - Annual Giving Director to assess, develop, and maintain the annual giving budget in accordance with company-wide budget
    - Membership team to strategize the member to donor pipeline opportunities
    - Donor Programs Officer to strategize mid-level program growth opportunities
    - Foundation Communications Manager to develop timely, relevant, and motivating fundraising content that generates results
    - Donor Engagement manager to assess and activate sustainable stewardship strategies to increase donor retention.
    - Operations team to develop strategic data segmentation that produces the best appeal results and to develop, report, and analyze key performance indicators that support the progress toward the annual giving goals
- Provide on-site support for events and programs as needed by the Foundation, which typically occur on the weekends or in the evenings;
- Keep current with fundraising trends and innovations as they apply to the Minnesota Zoo Foundation's work.
- Demonstrate Foundation's core values in day-to-day work and interactions
- 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

<u>Core Requirements</u>

- Bachelor's Degree or at least 5 years of relevant fundraising or nonprofit experience.
- Previous experience developing and implementing annual giving strategies
- Demonstrated ability to and prior success in activating multi-channel fundraising including direct mail and digital strategies
- Excellent communications skills:
    - ability to effectively communicate by phone and email
    - strong interpersonal, and problem-solving skills
    - outgoing, professional, personable, resourceful, and calm under pressure
- Strong attention to detail, demonstrated organizational skills, ability to prioritize and work under pressure, and execute deadline dependent projects on time
- Well-developed collaboration skills to work with cross-functional teams.
- Positive attitude, a growth mindset, and able to function productively in a fluid environment, work independently and accept direction.
- Proficiency with Microsoft Office, Microsoft Teams and using virtual project management tools
- Proficiency with virtual presentation platforms like Zoom Webinar, Microsoft Teams, etc.
- Proficiency with donor and contact management databases, Tessitura software preferred
- Experience working in a nonprofit organization preferred

Preferred Skills and Requirements

- The ideal candidate will:
    - be a proactive self-starter, creative thinker, strategic planner, effective multi-tasker and able to thrive in a fast-paced, growing environment
    - have proven experience energizing the donor pipeline through modern fundraising methods including peer-to-peer, digital and social media tactics, direct response, events, and in-person engagement
    - have demonstrated success planning, executing, and measuring annual giving programs
    - have experience working in a nonprofit organization

General Foundation Qualification Requirements

- Collaborative style and the ability to work with a diverse group of individuals both inside the organization and out in the community. Experience, ability, and commitment to working with individuals and teams that are mixed across lines of difference such as race, gender-identity, sexual orientation, religion, ability, age, class, and immigrant status;
- Ability to clearly represent and present the mission and vision of the Minnesota Zoo and Foundation;
- Ability to work independently and as a team member in a fast-paced and often ambiguous environment;
- Strong organizational skills, including the ability to prioritize and manage multiple deadlines;
- High degree of integrity, ethical decision making, and commitment to maintaining confidentiality;
- Frequent evening and weekend work required and must be capable of planning and managing independent travel.

Physical Demands and Working Conditions:

- Must be able to perform the essential duties of the position with or without reasonable accommodation.
- Physical Demands: Required to use a computer and phone; ability to move throughout the Zoo campus with staff, vendors, and donors
- Must have a current driver's license
- Working Conditions: Moderate noise level, occasional crowds and loud noise level during events, occasional exposure to prevalent weather conditions.
- Must be available to support events, including those which occur on weekends and evenings.
- Location: This position is a hybrid position, and will be 75% work from home (telework), 25% in the office (1-2 days per week).
- All Foundation employees must comply with our COVID-19 policies and procedures.

PLEASE NOTE: This role is onsite at the Zoo a minimum of one-two days a week and has a set pay starting range (listed below).

Education Requirements: A bachelor's degree or demonstrated relevant experience
Reports to: Director of Annual Giving
Supervises: N/A
Type of Position: Full-time, exempt
Salary Range: $55,000-$60,000, set range based on experience & qualifications, + competitive benefits
Benefits eligible: Health, Dental, Vision Insurance, Life / Short Term / Long Term Disability Insurance, 401K, HSA (including employer contribution)

Equal Opportunity Employer:
The Minnesota Zoo Foundation celebrates diversity and is committed to creating an inclusive environment for all employees. It is the policy of the Minnesota Zoo Foundation to comply with all applicable equal employment opportunity laws and regulations. The Foundation provides equal opportunity employment for all qualified persons. All our employment practices, benefits and programs will be administered without regard to actual or perceived race, color, religion, sex, national origin or ancestry, age, disability, veteran status, sexual orientation, marital status, status with respect to receipt of public assistance, membership or activity in a local commission or any other basis protected by Federal, State or local law.

This commitment extends to all phases of employment including, but not limited to, recruitment, selection, placement, transfers, training and development, promotions, demotions, compensation, benefits, terminations, and all other conditions or privileges associated with employment.

How to Apply: Email cover letter and resume to FoundationJobs@mnzoo.org
Applications received by Wednesday, April 19, 2023 will receive first consideration.

Last Reviewed: 04/03/2023