Mid-Level Giving Manager
Job Posting – August 2023

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.

Position Description
The Mid-Level Giving Manager (MLGM) is instrumental in driving strategies to strengthen and grow a comprehensive donor pipeline at the Minnesota Zoo Foundation. This role will increase levels of giving for identified segments with higher giving potential, and create programs to reward, incentivize, and demonstrate value of elevated giving opportunities like the Director's Circle (the Foundation's mid-level giving program) to new audiences.

The MLGM reports to the Director of Annual Giving and works closely with the Annual Giving team to create strategies for mid-level revenue generation, donor stewardship, and cultivation. This role will help streamline the recruitment of Director's Circle donors through the combination of mass fundraising and high-touch techniques to drive significant incremental revenue. This person will also work closely with the Major Gifts team to communicate identified prospects for the President's Club and/or Circle of Life donor programs.

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

- Manage donor engagement for Director's Circle donors who are not assigned to a major gift portfolio
    - Serve as a point of contact, providing excellent service and responding to inquiries quickly.
    - Lead behind the scenes experiences in alignment with Director's Circle donor benefits
    - Regular personal outreach to deepen relationships with Director's Circle donors - specifically including thank you calls, at-risk calls, and general renewal calls.
- Work cross functionally with Foundation and Zoo teams to:
    - develop sustainable strategies that grow individual giving in Director's Circle giving levels, meeting Director's Circle revenue goals
    - define journeys for mid-level donors and prospects leading to acquisition, retention, and advancement to major gifts
    - create compelling cases for Director's Circle support for direct mail, phone scripts, digital communications, and more
    - build both aggregate and individual knowledge of mid-level donors and prospects to share with the Major Gifts team to advise prospect identification and assignment
    - develop and document stewardship strategies that lead to higher retention and likeliness to upgrade
    - monitor and report on mid-level fundraising results; use analysis to inform future fundraising initiatives for mid-level donors
- Support Foundation events (often weekends and evenings)
    - Donor event lead as needed
    - Donor event support as needed
- Additional responsibilities as assigned based on changing needs of the organization.

Work Experience and Qualification Requirements

Required Education and Experience:

- College degree
  - and/or -
- 5 years of experience working in non-profit fundraising, including work with mid-level and major donors.

Required Skills, Knowledge and Abilities:

<u>Core Requirements</u>

- Passion for the mission of Minnesota Zoo.
- Demonstrated success with mid-level giving fundraising strategies and program growth.
- Demonstrated success with new donor identification/acquisition.
- Experience with multi-channel fundraising, including direct mail, telefunding, and email.
- Excellent fundraising and stewardship writing skills.
- Demonstrated skills in oral communication.
- Demonstrated success in applying a broad knowledge of effective development practices.
- Demonstrated success in planning for and completing projects on time, on budget and within scope.
- Demonstrated success in coordinating cross-functional teams.
- Demonstrated problem-solving skills and high level of accuracy and attention to details.
- Demonstrated ability to be flexible and adaptable to change.
- Demonstrated organizational skills, ability to prioritize and work under pressure.

- Ability to gather research quickly and effectively from multiple sources.
- Ability to learn software applications when needed.
- General knowledge of legacy/planned giving concepts.
- Experience with Tessitura or other donor CRM system to manage and profile donors.
- Fluency in MS Office Suite: Teams, Word, Excel, PowerPoint and Outlook.
- Experience working in a nonprofit organization preferred

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 immigration status;
- Ability to clearly represent and present the mission and vision of the Minnesota Zoo;
- 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;
- Occasional 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).

Reports to: Director of Annual Giving
Supervises: N/A
Type of Position: Full-time, exempt
Salary Range: $56,000-$68,000, 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 Monday, August 21, 2023 will receive first consideration.

Last Reviewed: 08/01/2023