

JOB TITLE: Major Donor Relations Manager STATUS: REG/FT/EXEMPT
REPORTS TO: Director of Marketing and Development SCHEDULE: 40+ Hours Flexible
DEPT: Development REVISED: 12/18/2018

Winston-Salem Rescue Mission is a Christian, non-denominational service ministry, meeting the physical, emotional, and spiritual needs of hurting people in the Triad area so that we might proclaim the gospel of Jesus Christ and bring glory to God. WSRM considers every position one of ministry and a vital and valued part of our staff. Therefore, it is essential that all employees of WSRM have a personal relationship with Jesus Christ and subscribe to our Mission, Core Values, and Statement of Faith.

SUMMARY OF POSITION:

Working closely with the Director of Marketing and Development, the Major Donor Relations Manager will develop relationships with new major donors while continuing to maintain and strengthen relationships with existing major donors, with an emphasis on achieving overall marketing and development objectives.

Relationship Development includes establishing relationships with the following key groups:

- Major Donor relationships
- Major Gifts
- Major Church relationships
- Legacy Giving
- Major Fundraising Events
- Major Business relationships

DUTIES AND RESPONSIBILITIES:

Primary Activities

Lead and coordinate the following initiatives from start to finish by managing the ongoing activities related to each initiative including, but not limited to, Major Donor Relationships:

- Major donor relationship development with our current major donors.
- Develop large corporate sponsorship relationships with largest corporations in Winston-Salem.
- Major Business relationship development.
- Major Church relationship development built with the Senior Pastor, including scheduling speaking engagements at these churches.
- Leave a Lasting Legacy Newsletter and Estate campaigns using Wealth Engine database.
- Obtain sponsorships from major donors for major events as assigned.
- Supporting the Director of Marketing and Development in Future Debt Retirement campaigns.
- Supporting the Board of Directors, Executive Director, and Director of Marketing and Development in Future Major Construction Project Funding campaigns.
- Endowment fund activities as assigned.
- Other duties as assigned.

Secondary Activities

Work with the development department team and assist as assigned on the following initiatives related to Major donors. These activities will be in relation to major donor development and objectives specific to major donors:

- Major Donor Marketing (via direct mail, social media, email, texting, etc.) to new, existing, and lapsed major donors.
- Major donor tours of the facility
- Working with outside vendors as directed

EDUCATION/EXPERIENCE:

- Minimum 4-year college degree required. Degree in related field (Marketing, Philanthropy, etc.) preferred.
- 3-5 years previous major donor development/marketing/sales experience required with increasing levels of responsibility. Equivalent sales/ marketing experience may be considered in lieu of donor development experience.
- Minimum 3 years’ experience gaining philanthropic support and financial commitments from others. Non-profit /donor related experience preferred.
- Salesforce, Wealth Engine database experience preferred.
- Social Media marketing experience preferred.

SKILLS & QUALIFICATIONS:

- Christian with a ministry mindset, utilizing the skills, training and experience God has provided.
- Strong interpersonal skills and the ability to work effectively with a wide range of constituents in a diverse community.
- Ability to communicate professionally and effectively, both verbally and in writing.
- Ability to develop strong relationships with Major Donors.
- Ability to ask for financial contributions, in-kind support and services on behalf of the ministry, including identifying and securing gifts of non-traditional assets and/or gifts from alternative funding/revenue sources.
- Working knowledge of how foundations, estates, stocks and trusts work in the major donor field.
- Strong organizational and interpersonal skills; team player.
- Must be a self-starter, able to plan and organize work independently.
- Ability to analyze information accurately, with strong attention to detail.
- Ability to travel locally and nationally as necessary.
- Proficient in Microsoft Excel and Word, database entry, and email.
- Ability to multi-task effectively, prioritize work, problem solve, and actively seek input.

WORKING CONDITIONS/PHYSICAL FACTORS:

The work is typically performed in an office environment while sitting, standing, or stooping. The employee occasionally lifts light and heavy objects, weighing up to 25 pounds, and uses equipment requiring a high degree of dexterity. Work environment may vary based on events and will include working outdoors (occasionally) and potentially in inclement weather.

EQUIPMENT/TOOLS USED:

- Computer and related software
- Copier/Scanner/Printer
- Postage Meter Equipment
- Mobile phone

Employee Signature

Date