



**Heart of the Valley Inc.
Job Description**

Job Title:	Director of Annual Giving	Date: 3/15/2022
Reports To:	Executive Director	Wage/Salary: DOE

BRIEF JOB SUMMARY: The Director of Annual Giving is responsible for the leadership, management and execution of HOV's annual giving program in support of the shelter's mission. The mission of Heart of the Valley is to compassionately care for the lost and surrendered pets of the Gallatin and Madison Valleys, and to enhance the lives of people and companion animals through pet adoption and education. The Director of Annual Giving designs and implements a comprehensive fund development program, with efforts directed toward ensuring a broad base of resources for shelter operations, services, programs and special projects. The Director of Annual Giving manages all areas of annual fundraising including but not limited to special events, direct mail and online appeals, foundation and corporate giving, sponsorships.

<p>THE OVERALL STRENGTH LEVEL OF THIS JOB IS: LIGHT (Light Duty is considered 25 lbs. or less)</p>

Essential Job Functions : (include the following. Other duties may be assigned.)

Leadership

- Designs and implements a comprehensive plan to raise annual funds to support HOV's mission, vision and strategic goals.
- In collaboration with the Executive Director, develops and manages the annual department revenue and expense budget.
- Conducts analysis and reporting that illustrates the effectiveness and efficiency of the HOV annual giving program.
- Represents the organization at significant community events. Seeks advantageous partnerships with community businesses, vendors and individuals.
- Develops communications strategies to educate and engage donors including newsletters, email, website and social media.
- Represents HOV whenever and wherever the occasion of fundraising and/or the opportunity for establishing goodwill presents itself.
- Engages the HOV Board of Directors in annual fundraising activities.
- Manages one full time position: the Development Associate.

Annual Fund

- Manages all aspects of the annual giving plan including analysis of the effectiveness of various fundraising activities.
- Maintains current donor relationships and is responsible for building new relationships. Plans/executes all aspects of prospect management for annual gift donor prospects. Develops identification, cultivation, solicitation and stewardship plans for these prospects as appropriate.
- Oversees strategy, messaging and production of fund raising materials such as annual appeals, newsletters, e-appeals, brochures and campaign packets.
- Develops a strategy to maximize use of the website and social media as a means to build annual giving.
- Develops and executes a plan for donor recognition, retention, renewal and upgrade.

Special Events

- Leads planning and execution of activities for major fundraising events (annual Dog Ball gala and Snowshoe Shuffle) cultivation events, or fundraising activities initiated by others (third party events) to benefit HOV.
- Recruits volunteers and provides leadership to special event planning committees.
- Develops and directs sponsorship packages and solicitations for all event sponsorships and live and silent auction items. Identifies and cultivates prospective individual and corporate event sponsors and auction item donors.
- Analyzes financial outcomes for events; develops strategies to strengthen and grow future events.

Grant Writing/Foundation Relationships

- Researches, writes, manages and tracks from foundations and corporations to support general operations, capital improvements and special projects.
- Develops and stewards relationships with grantors.

Qualification Requirements: *(To perform this job successfully, an individual must be able to perform each essential duty and task satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.)*

1. Three to Five (5) plus years' experience in nonprofit development, including understanding of basic fundraising principles and techniques, and fundraising regulations
2. Proven track record of raising annual funds through direct mail, special events, online giving, etc.
3. Knowledge of foundation and corporate funding opportunities
4. Proven experience in developing and sustaining positive relationships with donors
5. Skilled in analyzing data and reporting on key measurements.
6. Ability to train and effectively direct the activities of the Development staff and volunteers

Special Machines, Tools, and Equipment Used: Computers (databases, Microsoft office suite), standard office equipment.

Application instructions:

Submit a cover letter, resume to Marla Caulk, Executive Director at marla@heartofthevalleyshelter.org.

I understand the requirements of this position. I also understand that the duties listed above may not be all inclusive of the duties I will be required to perform.

Signature: _____ **Date:** _____

Employment Disclaimer: *This job description is not a contract – management reserves the right to change its contents at any time. This organization complies with the guidelines set forth in the Americans with Disabilities Act of 1990 and does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, age, disability or status as a disabled veteran of the Vietnam era. This organization is an Equal Opportunity Employer.*