



POSITION DATA

JOB TITLE: Annual Giving Manager
DEPARTMENT: Institutional Advancement
REPORTS TO: Director of Membership and Annual Giving
JOB CLASSIFICATION: Exempt
DATE: January 2022

POSITION OVERVIEW

The Annual Giving Manager's primary responsibility is to collaborate with the Director of Membership and Annual Giving to plan, develop and execute fundraising appeals and stewardship efforts that maintain and increase general operating support for the 9/11 Memorial & Museum. The ideal candidate is a passionate and empathetic storyteller that, through direct marketing efforts, is capable of speaking to diverse audiences in meaningful ways within the context of a historically and culturally significant event. A key priority for this position is to implement plans for increasing annual revenue from non-member donors by carrying on the momentum created around the 20th anniversary of 9/11 through offline and online channels. This position will additionally build upon that success heading into the 25th anniversary, to continue to grow and sustain this group of supporters, while developing an infrastructure to improve the quality of the overall program. A large focus of this position will be in the digital space, creating and implementing a comprehensive, multi-channel annual giving initiative.

ESSENTIAL FUNCTIONS

- Manage Annual Giving appeals that work to acquire, retain, and engage donors through direct mail, digital, and email communications.
- Oversee the strategy development, design, and implementation of all direct mail solicitations to increase the number of donors and prospects.
- Manage the on-line giving program to increase annual participation under the direction of the Director. Executes initiatives to encourage new donors to join and existing donors to give online.
- Manage a detailed schedule of direct marketing activities and ensures the appropriate review of copy and mailing list selection. Manage vendors and consultants who implement the program, including strategic input, copywriting, design, production and mailing, and list selection.
- Work with the Director and the Executive Vice President of Institutional Advancement to determine solicitation strategies for increased giving opportunities and upgrade strategies for Major and Planned Giving prospects in the Annual Giving donor pool.

- Develop and execute the CRM strategy, including database management, data integrity, segmentation strategy, and an understanding of the donor base.
- Conduct Museum tours for Members and other VIPs when needed.
- Work closely with other departments to ensure an overall strategically coordinated approach to fundraising.
- Assist other Institutional Advancement efforts, including working events on and off site such as the Benefit Dinner, 5K Run/Walk, Commemoration Ceremony, and Public Programs.

QUALIFICATIONS/SKILLS REQUIREMENT

- Bachelor's Degree.
- 3 to 5 years of development, digital marketing or annual giving experience required.
- Must have experience with databases and general computer skills including MS Office, proficiency with POS systems (Galaxy Gateway) and donor CRM's (Raisers Edge) is strongly preferred.
- Excellent attention to detail is necessary, with strong oral, written communication and presentation skills.
- Ability to multi-task, think proactively, creatively, and independently; capable of listening to customers, identifying issues/problems, and offering solutions.
- Reliable team player with a positive attitude and friendly demeanor who is capable of successfully adapting to new challenges is strongly preferred.
- Knowledge of a second language is helpful.
- Flexibility to work nights/weekends/holidays.
- Professional presence required.

HOW TO APPLY

- Include position you are seeking in the email subject field.
- State the location where job posting was seen.
- Send resume and cover letter to 911mmajobs@911memorial.org

PHYSICAL DEMANDS/WORK ENVIRONMENT

The physical demands and work environment described in this job description are representative of those that the employee will encounter and are expected to meet to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to sit, talk, listen, use hands to type data, touch, feel, reach with hands and arms, and dial the telephone. The employee is also required to stand and walk. Vision requirements include close, distance, peripheral vision, depth perception and ability to adjust focus.

The work environment is an indoor, climate-controlled office environment comprised of cubicles, walled-offices, and group conference rooms. The noise level in the office environment is usually low. There are no hazards and no protective devices worn or used in the office work environment. Minimal travel is required.