

## JOB DESCRIPTION

**Position Title: *Development Manager***

**Classification: Non-exempt**

**Recommended Salary Range: \$15 to \$18.30 per hour. No benefits.**

**Hours: .5 FTE or 1,040 hours**

**Date: January 2019**

### **The Organization**

NAMI Greater Mississippi Valley is one of the oldest affiliates of the nation's largest grassroots organization dedicated to improving lives of individuals living with a mental health condition and their families. A 501c3 nonprofit, NAMI helps individuals and families in a six-county region by providing education, advocacy and support. Our programs are nationally-developed and delivered by trained volunteers who have lived experience with mental illness. Monies raised here – stay here to deliver unique programming that complements the work of health care and social service providers.

### **Summary/ Objective**

The Development Manager will lead two major fundraising events annually, as well as annual giving campaigns and smaller fundraising events. This includes seeking individual donations and corporate sponsorships. Success in these areas will allow for NAMI GMV to increase resources available for mission-based activities and to build a strong and diversified financial base for the organization.

### **Essential Functions**

#### **Increase the financial resources of the affiliate by:**

- Identifying potential donors and prospects, researching and segmenting donor and prospect needs, interests and goals with the affiliate's needs. A plan for contact and coordination of solicitation for all prospects will be developed.
- Planning and coordinating annual appeals and special events.
- Providing leadership, education and support to volunteers in the fund development process.
- Maintaining affiliate database of donors using NeonCRM, a cloud-based nonprofit customer relationship management system and DonorDrive, a cloud-based peer-to-peer fundraising software and marketing system. Utilizing both systems for donor communications, management and reporting.
- Recruiting fundraising volunteers to assist in delivery of fundraising events.
- Coordinating the Board Development Committee.

#### **Diversifying the funding sources of the affiliate by development:**

- Seek and develop long-term relationships with a variety of civic and faith groups, corporations, labor unions, and individual donors.
- Public speaking or meetings as needed to communicate the mission and development strategy with supporters, prospects and volunteers.

## **Event Management**

- **NAMIWalks is held September 21, 2019.** It is a proven national event held in 96 cities with 105,000 walkers raising \$12.5 million in 2019. In its 16<sup>th</sup> year locally, our event raises more than \$100,000 and engages 1,000-1,500 participants. The Development Manager follows the national fundraising guidelines for event management and walker communications. The manager is responsible for the entire event including in-kind sponsorships, team management, volunteer management, and team and sponsor fundraising. This event is driven off the DonorDrive software system and offers strong branding support materials, a donor incentive system, and a national coach.
- **A new DIY (Do It Yourself) fundraiser is under negotiation for May 2019.** A national fundraising consultant is working with NAMI national and our affiliate to produce this fundraiser utilizing the DonorDrive software system. This event is less logistically-intensive than the NAMIWalks event and requires adherence to the national fundraising formula. Supporter-participant development and communications is required from Development Manager. NAMI national will offer branded materials and coaching. Should this national project not be implemented, a second local event will take place.
- **Smaller events** traditionally have required news, social media and NAMI supporter communications, on-site logistics support, volunteer management, etc. These events may be tied to restricted or non-restricted donations. We believe in giving a lot of in-kind support to our smaller supporters in order to build trust and long-term relationships, creating win-win marketing opportunities.

## **Reporting**

- Uses dashboard tool to monthly report to Executive Director – for inclusion in Staff’s administration report to the board. Information is typically due by the 20<sup>th</sup> of each month.
- A mandatory monthly meeting is scheduled with all staff.
- Board Development Committee will be setting new dashboard reporting mechanisms.

## **Supervision Exercised**

Recruit, organize and manage event volunteers.

## **Supervision Received**

Supervision is provided by the Executive Director weekly for planning & reporting. Executive Director will participate in all Board Development Committee meetings with Development Manager.

## **Knowledge, Skills and Abilities Required**

- Demonstrated experience with cultivation and stewardship activities and success with major fundraising events.
- A demonstrable communications portfolio for event and annual giving fundraising campaigns.
- Knowledge and experience with constituency development and cultivation, donor solicitation strategies, direct mail, special events, and gift processing, management and reporting.
- High level of proficiency in all Microsoft Office applications including Excel.
- Experience with design software (Publisher, Canva) and website maintenance (WordPress) for fundraising information is desirable.
- Knowledge of health care marketing, as well as special concerns and problems of those with mental illness and their families and caregivers is desirable.

## **Competencies**

- Excellent interpersonal, verbal and written communication skills.
- Energetic, enthusiastic and demonstrated ability to inspire, motivate and engage others.

- Ability to convey appropriate messages in a meaningful and compelling way and represent NAMI GMV through various forms of public engagement.
- Ability to work collaboratively with diverse groups within and outside of the organization.

### **Position type and expected hours of work**

This is a part-time, non-exempt position that offers no additional benefits. Some evenings and weekend work will be required. This position offers flexible work hours, with an established in-office presence.

### **Travel**

Ability to transport self is required. Local travel is required with use of personal vehicle. Proof of insurance is required. Mileage is reimbursed.

### **Required Education and Experience**

Minimum Bachelor's Degree or equivalent work experience including two years development experience.

### **Physical Demands**

- Standing – Approximately less than 1/3 of on-the-job time.
- Walking – Approximately less than 1/3 of on-the-job time.
- Sitting – Approximately 1/3 to 2/3 of on-the-job time.
- Use of hands to finger, handle or feel and reaching with hands and arms – Approximately 2/3 of on-the-job time.
- Talking or hearing – Approximately greater than 2/3 of on-the-job time.
- Weight lifted/Force exerted – An average of approximately (5-25) pounds, 1/3 of on-the-job time, non-continuously.
- Vision – Close, distance, color, peripheral and depth perception for use of phones, computers and color-coded files.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job.

- Environmental – There is little to no exposure to hazardous environmental conditions.
- Noise – Moderate noise level in execution of duties due to business office with computers and printers and light traffic, meeting attendance and participation in office activities.

**EEO Statement:** NAMI GMV is an equal opportunity employer. As such, we make employment decisions based on each person's performance, qualifications, and abilities. NAMI GMV expressly prohibits discrimination in employment opportunities or practices based on race, color, religion, sex, national origin, age, sexual orientation, gender identity, disability, veteran status, political affiliation, or any other characteristic protected by federal or state law.

**Disclaimer:** This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the Development Manager. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

### **Please forward resume to:**

Angela J. Gallagher, APR, Executive Director

NAMI Greater Mississippi Valley - [www.namigmv.org](http://www.namigmv.org)

1035 W. Kimberly Road, Suite 4; Davenport, IA 52806

[execdir@namigmv.org](mailto:execdir@namigmv.org) Mobile: 563-299-2533