



JOB DESCRIPTION

Title: Annual Fund Manager

Reports to: Director of Development

Terms: Full-time / Salaried / Eligible for benefits

Location: 20 Palmer Court, White River Junction, Vermont

Organizational Profile

The [Vermont Center for Ecostudies](#) (VCE) advances biodiversity conservation in the northeastern US and internationally through scientific research and community engagement. Our work involves researching and monitoring biodiversity in a variety of ecosystems and delivering results to inform management and policy decisions. We engage thousands of volunteers in a wide range of projects through data collection and monitoring.

At VCE, we believe that kindness and collaboration are integral to effective conservation science. Our staff is committed to creating a workplace culture that respects and celebrates diversity and values the wellbeing of all employees. We accomplish this by fostering inclusivity and offering flexibility within the workday to encourage a healthy work-life balance.

Position Summary

The annual fund manager works closely with the director of development to refine and improve a growing and effective annual giving program, including: multiple direct mail and electronic appeals; a recurring giving program; cultivation, stewardship, and relationship management of mid-range and lower-level donors; statistical reporting and analysis; mail list management; and donor and prospect research. The annual fund manager helps develop and implement fundraising strategy and stewardship programs for annual fund donors and constituents in tandem with the director of development. They also improve our fundraising systems and processes and help plan and organize special events and other donor engagement opportunities.

The annual fund manager is an effective written and verbal communicator with demonstrated success developing and designing messages, including narratives, lists, emails, plans, reports, and memos, for many audiences and with great attention to detail.

The annual fund manager is a self-starter who manages time effectively and can balance competing priorities. They must also be a team player who enjoys, seeks, and welcomes regular collaboration with VCE's development team and other staff, including the communications team.

Though not expected to be an expert in VCE's programmatic and research content, the annual Fund Manager has a solid understanding of and appreciation for VCE's work and articulates VCE's mission and activities in compelling ways.

Primary Responsibilities

- Maintain accurate records using the Little Green Light donor database. Ensure that development activities conform with organizational policies and accounting practices.
- Manage execution of VCE's annual fund program.

- o Plan and conduct three to four print appeals each year that coordinate with online appeals, in collaboration with the development and communications teams and contractors. This involves, but is not limited to, management and improvement of the full appeal cycle, including message development, list creation and segmentation, appeal printing and mailing, recordkeeping in LGL, reminders, gift acknowledgment, and impact reports to constituents.
- o Draft donor communications and messaging, including but not limited to gift acknowledgements, pledge reminders, stewardship communications, and other development materials, coordinating message development and delivery with the director of development, director of communications, and others to ensure seamless and streamlined communications in keeping with VCE's mission and values.
- o Develop and implement donor segment-specific strategies to increase participation among VCE's audiences by planning for donor acquisition, cultivation, and stewardship in support of the annual development plan.
- Recognize and steward individual donors within the annual fund donor portfolio to deepen their engagement with VCE through appeals, donor trips, and special events.
- Participate in the planning and hosting of donor-related activities.
- Identify and cultivate strategic partnerships with businesses, including corporate sponsors.
- Standardize and monitor metrics across all VCE programs to track and evaluate annual fundraising activity with input from the development team. Prepare regular progress reports.
- Identify and collaboratively pursue opportunities to strengthen VCE's development program.
- Perform other related duties as assigned by the executive director.
- Uphold high standards of integrity and embody the organization's core values.

Qualifications

- At least three years of recent experience in nonprofit development, including administration or oversight of appeals, gift acceptance and acknowledgement, donor database management, donor correspondence, and organization of fundraising activities
- Proficiency with donor databases (Little Green Light preferred) and Microsoft, Google Workspace, and Adobe applications
- Commitment to and deep interest in VCE's mission, projects, and approach to conservation
- Ability to communicate clearly and concisely in writing and conversation
- Strong organizational and planning skills
- Enthusiasm for working in teams
- Motivation to perform thorough and detail-oriented work
- Proficiency with administrative tools and systems that enhance communication and planning
- Ability to create efficient, replicable processes and protocols
- Capacity to recognize and maintain confidential donor and gift information
- Openness to giving and receiving constructive feedback
- Commitment to excellence
- Readiness to juggle multiple tasks and complete them in a timely manner
- Bachelor's degree or equivalent experience