



Cañada College ♦ College of San Mateo ♦ Skyline College

POSITION DESCRIPTION

DONOR RELATIONS MANAGER

Academic-Classified Exempt Supervisory Schedule (35) (Grade 180E)

A. General Statement

San Mateo County Community Colleges Foundation (SMCCCF) is looking for an experienced, motivated, and results-oriented Donor Relations Manager to support and further enhance fundraising and overall visibility among current and prospective donors. Under the general supervision of the Executive Director, and under the direction of the Foundation Business Manager, the Donor Relations Manager provides daily operational, development events support, and manage all donor stewardship activities. The Foundation seeks candidates who are poised to make a meaningful impact on the trajectory of the Foundation and student success at San Mateo County Community College District (SMCCCD). The Donor Relations Manager will play a significant role as the Foundation embarks on a comprehensive campaign to increase our average scholarship award amount for our students most in need of financial support to help them stay in college and accomplish their academic goals. The Donor Relations Manager helps keep the Colleges' and San Mateo County Community Colleges Foundation's accomplishments and needs in front of the institutions' donors and community constituents in a variety of ways, including helping to drive strategies which attract new donors, maintain current donors and increase annual support, with special focus on gift processing, donor recognition, acknowledgment, data management and stewardship efforts.

The Donor Relations Manager is responsible for implementing strategies to effectively identify and cultivate donors. This position is essential for sustaining and growing individual giving, and creating and implementing a comprehensive stewardship program that focuses on gift processing, donor acknowledgment, named scholarship fund reporting, and recognition activities that fully engage external and internal constituents with the Foundation. The incumbent plays an important role in strengthening the Foundation's fundraising program. The Donor Relations Manager plans and executes advancement and stewardship activities designed to establish donor connections with the institution and help to deepen engagement and foster an environment that leads to philanthropic gifts. This position will play a key role in donor relations and administrative support, but may be called upon to assist with general fundraising or marketing/communications activities or to support others.

The Donor Relations Manager monitors and reconciles all matters related to gift acceptance, receipting, donor thank-you letters and campaign reporting, including troubleshooting complicated gift processing issues. S/he ensures gifts entered in the databases are handled in accordance with donor intent and Foundation guidelines and as such is in frequent communication with donors, internal constituencies, and other individuals within the three Colleges, District and Foundation. The position is responsible for moderate to more complex assignments, such as research and reporting, project and/or staff coordination and follow-up, facilitating meetings, and participating in the planning and coordination of student centered and donor related special events. The Donor Relations Manager supports the SMCCC Foundation and various campus departments in planning, implementation, coordination, and execution of fundraising-related events (virtual, in-person and hybrid) and donor engagement activities taking place on and off the campuses.

The Donor Relations Manager position is instrumental to our data entry for gift management maintaining a high standard of gift processing and quality control for the relational database and plays a key role associated with data integrity. This position creates, updates, and maintains accurate donor records; performs timely gift entry and data processing on the Raiser's Edge database; reconciles with the Business Manager; and supports all aspects of a viable and effective fundraising and stewardship program. The Donor Relations Manager ensures smooth delivery of projects, both internally and externally; while adhering to program, practice, and operations guidelines.

The Donor Relations Manager exercises independent judgment while initiating and coordinating office procedures and timelines in order to provide support for the Foundation, analyzes situations accurately, and takes appropriate action in identifying problems and recommending solutions. A high degree of creativity is required to plan and implement major workloads and to provide input into workflow and project planning and implementation. The Donor Relations Manager can lead the work of volunteers and student assistants as assigned and must be able to manage time wisely, have meticulous attention to detail, and be able to effectively handle multiple priorities.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Assists with donor database (Raiser's Edge) and fund accounting system to enter information for all donor gifts; set up, track and maintain constituent data maintenance, donor agreements and gift files.
2. Develop, implement, and manage a reporting process for donor endowments and scholarships.
3. Receive, investigate, and respond to donor inquiries regarding gifts, accounts and acknowledgements.
4. In collaboration with the Foundation staff, oversee direct mail campaigns as they relate to mailing lists, donor and prospect research, appeal preparation, and tracking and analysis.
5. Prepare prospect research materials for meetings with Executive Director and Director of Development.
6. Implement and execute stewardship strategies for major gift donors.
7. Manage the stewardship of all scholarship donors and pro-actively engages student scholarship recipients in the acknowledgment and recognition of their scholarship donors.
8. Ensure donor funds are utilized and reported to donors and prepare all relevant documents and reports as necessary.
9. Ensure donors receive appropriate recognition in publications, recognition events and donor honor roll.
10. Respond to donor related questions by researching, analyzing, and interpreting donor history, giving, agreements, and records, and report summarized findings .
11. Develop and implement a forward-thinking approach to donor acknowledgments, honor rolls/donor lists, holiday stewardship programs, and other stewardship communication.
12. Work with the three college financial aid departments regarding scholarship management and support stewardship for annual scholarships and endowed funds.
13. Collaborate with the Marketing and Communications Manager to design and create emails and print pieces; this includes thank you pieces, event invitations and follow-up, impact stories, and programs. S/he will also be responsible for sending weekly gift acknowledgement emails.
14. Support the Foundation Business Manager on the gift agreement process; Enters gift and biographical information associated with major and mid-level donors, grants, and planned gifts in database.

15. Ensures soft credits, memberships, and relationships are accurately tracked in the database; scans and files all digital documents associated with gifts.
16. Downloads and enters gifts into database received via various donation platforms including Benevity, Employer Matching Platforms, PayPal ect...
17. Assists in the monthly reconciliation and month-end and year-end closing processes through collaborations with the Foundation Business Manager.
18. Updates records, including but not limited to linking, merging, and accurate coding to ensure donors are kept in appropriate solicitation cycles, and complicated relationships are tracked.
19. Assists in the planning and preparation for all Foundation and campus donor related events, including Chancellor Circle donor appreciation event, three campus Scholarship Awards, Annual Golf Tournament, President's Luncheon (Cañada), Jazz on the Hill/Galas (CSM), President's Breakfast (Skyline), and other events assigned by the Executive Director.
20. Screens calls, visitors, and electronic inquiries to provide policy and procedural information and/or to take messages and make appropriate referrals.
21. Requires the ability to work extended hours including early mornings, evenings and occasional weekends to support programming and events.
22. Performs other related duties as assigned.

C. Requirements

1. Bachelor's degree in marketing, public relations, business administration, or a closely related field
2. 3+ years increasingly responsible experience with demonstrated effectiveness in nonprofit development, higher education, or similar professional work experience; front desk support, excellent customer service, event planning, marketing and/or project management.
3. Experience working with a multi-cultural and diverse clientele.
4. Ability to perform work accurately and thoroughly, excellent attention to detail and organization skills, and understanding of best practices for gift acknowledgements at nonprofit institutions is preferred.
5. Must possess a high level of professionalism, flexible in attitude, and have demonstrated experience in providing quality customer service.
6. Must be self-directed and motivated, able to manage multiple and complex assignments and meet deadlines and production schedules both independently and as part of a team. Ability to handle confidential matters and maintain confidentiality.

D. Knowledge, Skills & Abilities

1. Knowledge of college and nonprofit fundraising; comfort in researching and analyzing a large amount of data to identify and develop solicitation strategies for donors.
2. Skill in use of the Microsoft Office Suite, Adobe Creative Suite, and web-based content management systems, e-mail marketing software, and various social media tools.
3. Knowledge of objectives of fundraising programs and principles.
4. Experience communicating with high net worth donors effectively, efficiently, and intelligently.
5. Strong working knowledge of cultivating donor relationships and fundraising with track record of increasing revenue through relationship building.
6. Experience managing complex events with a donor-centered perspective.
7. Highly developed capacity to accurately and objectively evaluate the effectiveness and outcomes of our program and to make appropriate judgements on articulating the data in proposals and reports.
8. Skill in collaborating and guiding the integrity and maintenance of database records and files including those used to track donor and gift information, endowments, major gifts, and other contributions.
9. Skill in effective written and oral communication (including correct English usage: grammar, spelling, vocabulary, and punctuation).
10. Ability to work effectively as part of a dynamic team, as well as independently.

E. Physical/ Other Requirements

This classification requires individual, small and large group interaction; patience, tact and sensitivity; good memory and attention to details; multiple-tasking and prioritization; flexibility and adaptability; data analysis and comparison; oral and written communication; and teamwork in order to perform the essential functions. This position will require driving a motor vehicle to off-site locations; persuasive communication; adaptability and flexibility in order to perform the essential functions; ability to lift and/or carry 25 pounds; ability to exert manual dexterity sufficient for keyboard and other office equipment operation; ability to speak, hear and understand speech at normal levels; ability to see for the purpose of reading printed matters.

(2/2022)

