



Development and Communications Manager

Summary: Reporting to the Executive Director, the Development and Communications Manager is responsible for developing, overseeing, and managing Acadiana Animal Aid's membership, annual giving, public fundraising, and communications campaigns. This position works closely with senior level management to identify funding opportunities/partnerships and secure resources to support Acadiana Animal Aid's mission and strategic goals. This position is also responsible for managing and overseeing the donor database, DonorPerfect.

Key Responsibilities

- A. Fund Development, Planning, and Membership (40%)
 - In partnership with the Executive Director, develop and execute the implementation of a strategic multi-channel fundraising plan, including individual and corporate monthly giving, corporate sponsorships, major gifts, grants, direct response, social media, and events.
 - Manage existing individual monthly giving program; identify and secure prospects; create stewardship and engagement opportunities; and upgrade existing members.
 - In conjunction with the Executive Director, develop and implement a new corporate monthly giving program; establish giving levels and benefits; conduct prospect research/outreach and secure corporate members; and manage program once established.
 - Manage online fundraising, including email campaigns, social media solicitations, and webpage campaign and donation pages.
 - Working with the PT Special Events Manager, create a comprehensive, year-long corporate sponsorship package.
 - Responsible for a small portfolio of grant proposals.
- B. Communications (30%)
 - Work with Executive Director to create targeted solicitations and donor communications, including monthly newsletters, e-communications, and year-end appeals.
 - Create and upload website content, including blog posts, event notifications, and program/fundraising promotions.
 - Work with PT social media coordinator to create compelling content for Facebook and Instagram.
 - Present to the AAA Board of Directors and/or the public at speaking engagements, as requested by the Executive Director.
 - Work with PT Special Events Manager to promote events and programs to media contacts.
- C. Database Administrator (20%)
 - Develop and maintain accurate and comprehensive donor records
 - Create and maintain a prospect management system for tracking current and prospective donors
 - Produce standard and custom reports (weekly, monthly, on demand)
 - Oversee query and export requests for solicitation and stewardship segmentation
 - Oversee data hygiene projects including clean-up and enrichment

D. Special Events Fundraising (10%)

- Working with the PT Special Events Manager, assist in the planning and execution of special events, donor stewardship and cultivation activities
- Assist in management of event and fundraising volunteers
- Attract and secure sponsorships for events and other programming

Required Qualifications:

- Bachelor's degree from an accredited university
- Five + years of proven and successful experience in building fundraising programs and achieving annual fundraising goals
- Exemplary writing, editing and verbal communication skills and willingness to serve as a public speaker for the organization
- Strong computer skills, including proficiency with Microsoft Office Suite, InDesign or Photoshop, and social media
- Established record of donor database management (DonorPerfect experience is highly desirable)
- Experience using WordPress
- Attendance and participation in board meetings, community meetings and other off-site activities as required

Knowledge, Skills and Abilities:

- Flexibility and demonstrated ability to thrive in a constantly changing environment, juggling numerous projects, and satisfying numerous constituencies simultaneously
- Strategic thinker with a strong work ethic and excellent attention to detail and accuracy
- Ability to problem solve and work as part of a cohesive team while also managing independent projects
- Ability to handle confidential records and sensitive donor information with discretion

Preferred Qualifications:

- CFRE certification
- Experience raising funds in the animal welfare sector
- DonorPerfect experience
- Event planning and execution

Additional Information:

- Valid driver's license required and must have excellent driving record
- Occasional travel
- Primary schedule may include weekdays and/or weekends, including evenings as appropriate
- Working area: Acadiana Animal Aid and venues for meetings and events throughout Lafayette Parish