



## **Job Description Development Manager**

**DATE WRITTEN:** August 2022

**POSITION STATUS & SUMMARY:** FLOW's Development Manager position offers an opportunity to sustain a dynamic water policy nonprofit in the Great Lakes. The Development Manager is part of a team that creates and implements FLOW's fund development plan to support programs and operations. The Development Manager reports to the Development Director, and also works closely with the Executive Director and other colleagues to support or lead activities to increase revenue. Primary responsibilities are to enhance grant-seeking success, plan and execute annual giving campaigns, increase business engagement and partnerships, and coordinate gatherings and revenue-generating events.

### **RELATIONSHIPS:**

- Reports to: Development Director
- Supervises: Volunteers (as needed)
- Works with: All FLOW staff, board, interns, volunteer coordinator, constituents, partners, and vendors.
- Employment is at-will

### **DUTIES AND RESPONSIBILITIES:**

- Adhere to the Code of Professional Fundraising Ethics, APRA Code of Ethics and A Donor's Bill of Rights
- Enhance grant-seeking success, plan and execute annual giving campaigns, increase business engagement and partnerships, and coordinate gatherings and revenue-generating events
- Guide FLOW's efforts in meeting the goals laid out in our annual Fund Development Plan
- Implement comprehensive donor management process (utilizing Salesforce CRM) to prioritize and track outreach efforts and follow up
- Work with the Executive Director, Development Director, and members of the board to determine quarterly priorities and action plans for cultivating existing donor relationships and pursuing new streams of funding
- Strategically engage FLOW staff, board members and volunteers to connect with donor base in an effective and efficient manner
- Provide targeted monthly and quarterly funding updates to stakeholder groups
- Work with FLOW staff and board members to develop short- and long-term goals for expanding the geographical reach and awareness of FLOW
- Develop and maintain strong relationships with donors, prospective donors, board members, volunteers, all representatives and supporters of FLOW, and local community members, organizations, and businesses
- Help identify prospective individual and corporate funders and secure face-to-face solicitation meetings for Executive Director and key board members

- Assist Development Director in identifying prospective major gift donors and moving potential gifts through the process from discovery to stewardship, including the coordination of gatherings and events with major donors
- Facilitate the tracking and evaluation of results against stated objectives to assure that goals are met or exceeded each year

**Grants:** In collaboration with the Development Director, assist in cultivating past, current, and new institutional relationships; identify new institutional funders aligned with FLOW's mission.

- Manage the grant application process from beginning to end in collaboration with the Development Director and program staff.
- Write and edit letters of inquiry, grant proposals, and interim and final grant reports.
- Maintain internal grants calendar and monitor team progress against deadlines.
- Perform research to identify new grant funding opportunities.

**Annual Giving:** In collaboration with the Development Director, develop and implement a strategic plan of action with objectives, timelines, and evaluation measures for the annual giving program (includes spring appeal, year-end appeal, and targeted donor campaigns) that includes identification, cultivation, solicitation, and stewardship of constituents. Development Manager will:

- Prepare mailing lists and segments—direct mail and digital campaigns.
- Coordinate with vendors to ensure timely delivery of direct mail according to solicitation schedule.
- Prepare internal and external reports using the Salesforce CRM database, and work with the Development Director to measure progress against stated goals and objectives.
- Collaborate with the Communications Coordinator to analyze social media analytics and evaluate targeted marketing and messaging campaigns.
- Cultivate and steward recurring gifts; develop and implement plan for increasing recurring gifts.

**Community and Business Engagement:** In collaboration with the Development Director, cultivate and steward relationships and partnership opportunities with other organizations doing complementary work, and with businesses that align with FLOW's values and ethos.

- Establish a comprehensive and coherent business partnership plan.
- Contribute to bi-monthly e-news and social media content with a focus on business partnerships.
- Assist in the organization and management of FLOW volunteers.
- Secure business sponsorships for key annual events.
- Establish and report progress on revenue goals for this sector.

**Communications:** In collaboration with the fund development and communication teams, design and implement communications campaigns to highlight FLOW's programmatic work and create meaningful connections with current and prospective donors.

- Establish growth targets and report on progress.
- Create donor stewardship and solicitation emails. Develop content and design emails in Mailchimp.
- Create fund development content for biweekly e-blast to supporters related to business partners, annual appeals, and FLOW events and volunteer opportunities.
- Develop content for donor communications.

**Events and Engagement Activities:** In collaboration with staff and the board's fund development committee, identify, organize, and execute key events designed to cultivate new—and sustain existing—donor relationships. Duties include:

- Identify, organize, and execute key annual events; establish revenue/expense projections and report on budget actuals.
- Coordinate logistics for events, including concept, planning, promotion, volunteer recruitment, implementation, and post-event follow-up.
- Collaborate with artists to develop Art Meets Water events, presentations, and performances.
- Design print and digital marketing materials, or work with external contacts to execute.

**Administrative:** In collaboration with the Development Director,

- Work with the Board of Directors, interns, and volunteers as needed.
- Prepare reports for dissemination to staff and Board.
- Maintain Fund Development calendars, checklists, and procedural documents.
- Serve as lead staff for internal Fund Development weekly team meetings.
- Support the Board's Resource Development Committee.
- Maintain and enhance data integrity in our Salesforce CRM.

Other duties as needed.

#### **WORKING CONDITIONS:**

This position is based at FLOW's downtown office in Traverse City, Michigan, and may include a hybrid remote-work option. It will require occasional nights and weekends for events and other gatherings.

#### **QUALIFICATIONS AND DESIRED SKILLS**

##### **REQUIRED KNOWLEDGE AND EXPERIENCE:**

Bachelor's degree required and a minimum of 3 years' experience in a fundraising, marketing, or sales position. The ideal candidate will be able to demonstrate an understanding and commitment to FLOW's mission to protect the common waters of the Great Lakes Basin. Prior nonprofit experience and familiarity with conservation, environmental, and Great Lakes issues are desirable. The Development Manager will exhibit personal and professional characteristics that include, but are not limited to: superior verbal and written communication and problem-solving skills, strong familiarity at the local and regional level, detail-oriented, organized, ability to keep multiple projects moving forward with minimal direction, sound judgment, confidentiality and discretion, flexibility and team-oriented approach, ability to motivate and manage volunteers, customer-service orientation, ability to relate to a wide variety of constituents on behalf of FLOW, experience with event planning, willingness to travel, and possession of a working knowledge of Google Office suite, Microsoft Office suite, productivity platforms, Adobe Creative suite, and MailChimp. Knowledge of Salesforce or similar CRM database required.

The ideal candidate is a creative, smart, thoughtful, discreet, reliable, and innovative person who loves both personal interaction and data analysis. You enjoy organizing and carrying out a project with autonomy and responsibility, from inception and approvals to follow-through and reporting on results. You also thrive in a team setting alongside accomplished professionals committed to a vital mission, deriving satisfaction from capably supporting initiatives led by others.

**COMPENSATION BENEFITS, AND APPLICATION PROCEDURE** This is a full-time, manager-level position with benefits and a salary range of \$50,000 to \$60,000, commensurate with experience. FLOW is located

in Traverse City, Michigan, and candidates must be able and willing to reside within the region. To apply, please email a one-page cover letter, résumé, portfolio, and references, with the subject line “Development Manager” to [info@flowforwater.org](mailto:info@flowforwater.org). Applications will be accepted until the position is filled. No calls or drop-in visits, please.

#### **ABOUT FLOW**

Our mission at FLOW (For Love of Water) is to ensure the waters of the Great Lakes Basin are healthy, public, and protected for all. Through our targeted legal and policy initiatives, FLOW has built key partnerships with state and regional Great Lakes groups, leveraged our expertise to influence agencies and impact state and federal legislation, and grown to be a trusted source of current information on issues affecting our freshwater seas. For more information about FLOW’s history, programs, staff, and board, visit: [www.ForLoveOfWater.org](http://www.ForLoveOfWater.org)

FLOW is an equal opportunity employer and will not discriminate in employment, promotions, or compensation on the basis of race, sex, color, religion, national origin or ancestry, age, marital status, handicap, or veteran status.

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