

## **Purpose:**

The Annual Campaign and Programs Manager is responsible for overseeing the day-to-day administration and donor development of the San Marino Schools Foundation (SMSF), including the annual giving program, financial updates, and reporting to the Board of Trustees. Other key duties include fundraising, marketing, event planning, volunteer management, budgeting, and community outreach.

## **Primary Functions, Duties and Performance Measures:**

### **GENERAL:**

**Organization Mission:** Implementation of SMSF's programs that carry out the organization's mission through programs, community outreach, and fundraising.

- Ensure SMSF reaches its annual fundraising goal and financial commitment to San Marino Unified School District (SMUSD).
- Responsible for implementation of SMSF's programs, annual campaign, endowment development, and any special campaigns requested by the Board that carry out the organization's mission.
- Contribute to the enhancement of SMSF's image by being active and visible in the community and by working closely with the SMUSD, the four San Marino Schools, the Parent Teacher Associations and local community organizations.

**Organization Operations:** Delivers high quality day to day operations through collaboration and management of SMSF staff.

- Effective administration of SMSF operations and management of 1 staff member.
- Oversight of donor platforms and alumni platform, including data integrity and report production.
- Ensures timely and complete donation posting and reconciliation through collaborative recognition processes.

**Financial Performance and Viability:** Supports efficient cost structure and strong internal controls.

- Ensures collaboration between SMSF staff, the Board treasurer and the bookkeeper to support annual budget and monthly financial statements that accurately reflect the financial condition of SMSF.
- Oversight and assessment of monthly fundraising and financial goals and presenting results to the Board of Trustees each month.
- Produce insights and actionable metrics that detail the progress and performance of campaigns, including opportunities for donor engagement and follow-up.

### **DUTIES:**

1. Report to and work closely with the Board of Trustees to assist in policy decisions, organize fundraising and increase the overall visibility of the organization.
2. Supervise, collaborate with organization staff.
3. Assist with strategic planning and implementation.
4. Plan and prepare annual report to donors.
5. Coordinate the details of fundraising events including, but not limited to, Back to School events, New Family Mixer, and Donor Party.
6. Attend foundation activities, oversees events and provides work direction to event staff.
7. Serve as SMSF's spokesperson to the organization's constituents, media and the general public.

## **Job Description – Annual Campaign and Programs Manager**

8. Establish and maintain relationships with various organizations, including SMUSD and PTA, and utilize those relationships to strategically enhance SMSF's Mission.
9. Engage with community leaders and present at each school campus, PTA, SMUSD and Board of Education meetings.
10. Engage in fundraising and developing other revenues.
  - a. Implement strategies for donor retention, donor acquisition and donor stewardship across all constituencies.
  - b. Oversee the creation and execution of annual fund solicitation materials including corporate sponsor and outside Foundation packets.
  - c. Facilitate work of Foundation volunteers including Trustees, Associate Trustees, Alumni and Students
11. Oversee website, marketing, and other communications efforts.
  - a. Prepare materials and disseminates information for foundation campaigns, activities and events.
  - b. Oversee production of the annual report.
  - c. Develop bulletins, brochures, and news releases to publicize foundation activities and events.
  - d. Coordinate translations of pertinent communications for non-English speaking community members.
  - e. Contact potential donors and community groups' representatives to promote foundation activities and events.
  - f. Post and otherwise update information on foundation web pages and social media networks.
12. Develop agendas for and attend organization Board and committee meetings.
13. Establish administrative policies and procedures for all functions and for the day-to-day operation of the nonprofit.
14. Solicit and review contracts for services and work closely with Executive Committee for service approvals.
15. Other duties as assigned by the Board of Trustees.

### **PERFORMANCE MEASURES:**

1. Manage a portfolio of roughly 5000 prospective donors across all constituencies of which approximately 2000 are school families.
2. Key performance indicators include total dollars raised, participation rate, and average donation.
3. SMSF functions are efficient, effective, and conducted in accordance with policies and procedures, and with applicable laws.
4. SMSF policies and procedures are regularly reviewed and revised as necessary.
5. SMSF Board of Trustees is appropriately informed of activities and of any significant problems. Suggestions for improved efficiency and effectiveness are provided.
6. SMSF's professional reputation is projected in all contacts.

### **Education, Professional Competencies and Experience:**

#### **EDUCATION/CERTIFICATION:**

Bachelor's degree required.

#### **EXPERIENCE:**

Fundraising experience / track record required.

Experience in developing creative fundraising concepts with limited resources.

Experience and skill in working with a Board of Trustees, non-profit board or leading a community organization.

Administrative, planning, and financial reporting function experience preferred.

Specific experience with the San Marino community, including knowledge of San Marino Schools, preferred.

**PROFESSIONAL COMPETENCIES:**

- Knowledge of non-profit operations, characteristics, services, and activities.
- Knowledge of principles and best practices of program development for fundraising purposes.
- Knowledge of MS Office suite (Word, PowerPoint, Excel.)
- Knowledge of donor database systems and prospect software programs.

**SKILLS/ABILITIES:**

- Transparent and high integrity leadership.
- Excellent donor relations skills and understanding of the funding community.
- Able to organize, coordinate, and direct projects.
- Strong interpersonal oral and written communications abilities.
- Solid analytical and technical skills.
- Skilled at building and maintaining donor relationships.
- Skilled at communicating tactfully, patiently, and persuasively in writing and in person.
- Skilled at organizing fundraising events and volunteers.
- Ability to manage many responsibilities independently as well as part of a team.
- Strong interpersonal and communication skills and the ability to work with a variety of personality types.
- Solid organizational abilities, including planning, delegating, program development and task facilitation.
- Strong work ethic with a high degree of energy.

**WORKING CONDITIONS:**

- Periodic driving to offsite locations of varying distances.
- Operation of various office machines and electronic equipment expediently and efficiently.
- Occasional lifting, pulling, pushing of 50 lbs. of weight independently.
- Physical movement from one work area to another, often rapidly, especially during events.
- Extended work hours, sometimes on weekends and in the evenings, during special events.
- The position reports directly to the Board of Trustees.