



## Campaign Manager Job Description

<b>Job Title:</b>	Campaign Manager
<b>Reports to:</b>	Development Director
<b>Location:</b>	San Francisco, CA

### Overview

Camp Tawonga is a highly recognized institution nearing its 100th anniversary. It serves approximately 5,000 children and families each year primarily through its sleep-away summer camp on the Tuolumne River next to Yosemite National Park. Tawonga's mission is to build self esteem, create a cooperative community, inspire stewardship of the natural world and encourage positive spiritual identity.

Camp Tawonga is embarking on a campaign that will more than double its donor base and raise millions of dollars to support capital improvements at our campsite. We are seeking an experienced and dynamic Campaign Manager to manage the implementation of both the capital and annual campaigns. Scope includes fundraising, data management, list generation and data analysis. The Campaign Manager will report directly to the Development Director and work closely with the development and communication staff, campaign consultants and volunteer leaders.

### Primary Duties and Responsibilities

#### **Annual and Capital Fundraising**

- Manage the strategy, planning and execution of fall and spring annual fund campaigns (raising \$500,000+ and growing revenue by 10% or more).
- Develop and direct donor acknowledgment and stewardship plans for all levels of annual giving to ensure donors feel thanked and engaged.
- Project manage and support capital fundraising efforts, overseen by the Development Director.

#### **Data and Systems**

- Oversee and monitor all data entry and maintenance systems in the Raiser's Edge donor database through direct supervision of Development Associate, including gifts, recurring gifts, pledges, contact information, relationships, actions, events, attributes, appeals, receipts and thank you letters, queries, reports and exports.
- Assist in training development staff in Raiser's Edge.
- Provide in-depth reports and data analysis for all development efforts.
- Create and manage development department dashboard, including monthly update to monitor performance on goals.
- Manage all data for mailings, emails, invitations and recognition, including pulling lists, cleaning data and communicating with vendors, staff and volunteers.

#### **Events / Other**

- Plan and implement processes and systems for campaigns and donor cultivation events, including prospect identification, campaign timelines, tracking and reporting.

- Support the planning, kick-off and ongoing project management meetings to drive execution and coordination of event and campaign activities with staff and volunteers.
- Manage annual plan to cultivate and steward Tawonga's Legacy Society members in partnership with volunteers.
- Document processes and procedures.

## **Requirements**

### **Education and Professional Experience**

- Bachelor's degree and at least three years of development and campaign experience.
- Intermediate to expert knowledge of Raiser's Edge or equivalent systems.
- Excellent technical skills, proficient in MS Office and advanced in Excel.
- Supervisory experience preferred.
- Experience with campaign management in multi-faceted organizations including annual fund and major gifts.

### **Knowledge and Qualities**

- Commitment to Camp Tawonga's mission and programs.
- Excellent project management skills; able to balance multiple competing priorities.
- Outstanding data management, organization and attention to detail.
- Strong analytical and problem-solving skills.
- Ability to lead, self-start and seek out solutions as well as work independently and collaboratively on a team.
- Excellent communications skills.
- Resourceful and flexible.
- Ability to use discretion and maintain confidentiality, diplomatic.

## **Additional Information**

### **Compensation**

Salary is commensurate with experience. This is a full-time position, including some weekend and evening work. Competitive compensation package including medical, dental, life insurance, retirement and paid annual vacation.

### **Equal Opportunity Employer**

Camp Tawonga is an Equal Opportunity Employer and prohibits unlawful discrimination in accordance with federal, state and local laws. We value diversity and are committed to being an inclusive environment for all employees and to building a team that represents a variety of backgrounds, perspectives and skills. All employment is decided on the basis of qualifications, merit and organizational need.

### **To Apply**

Submit cover letter and resume to Danya Axelrad-Hausmen, Program and Communications Assistant, at [danya@tawonga.org](mailto:danya@tawonga.org) by March 6, 2019. Please include "Campaign Manager" in subject line. Incomplete applications will not be considered. No calls, please.