

<b>Job Title:</b>	<b>Mission Advancement Specialist</b>	<b>Department/Loc:</b>	<b>Mission Advancement</b>
<b>FLSA Classification:</b>	<b>Exempt, Full Time</b>	<b>Date Drafted:</b>	<b>July 17, 2023</b>
<b>Reports To:</b>	<b>Director of Mission Advancement</b>		
<b>Salary Range</b>	<b>\$43,000 - \$48,000</b>		

### Position Summary

Under the direction of the Director of Mission Advancement, the Mission Advancement Specialist is responsible for the coordination of United Ministries' donor gift processing, donor relations and supporting external communications to grow community awareness and support. This position is responsible for entering donor data, including all gift data, into the customer service management system Bloomerang and generating acknowledgment letters and gift reports. The MA Specialist assists in protecting the integrity of the database through regular reconciliations and data review and clean up.

The Mission Advancement Specialist will work with the outside Marketing agency to provide support in the execution of the external communications plan which includes social media and newsletter content and well as coordinating donor communications and direct mail solicitations.

This position will also provide support in the implementation of the annual fund development plan, including donor engagement and retention, fundraising appeals, community outreach, as well as assist with special events.

### Position Responsibilities - Essential

*This list of tasks is illustrative ONLY, and is not a comprehensive list of all functions and tasks performed by positions in this class. It does not imply that all positions within the class perform all of the duties listed, nor does it list all possible duties that may be assigned.*

#### Gift Processing & Data Management: 30%

- Day-to-day management of donor database (Bloomerang) which includes data entry, coding, fulfillment of requests for information, report preparation and distribution, and timely administration of donor acknowledgement letters
- Gift processing - Enter data for all gifts and grant revenue. Coordinate with Finance Team on maintaining current information for all credit cards, direct bank drafts, and other gifts. Coordinate with program staff on data entry of all in-kind donations
- Oversee data records. Check records to avoid duplication. Update information to reflect change of address, death, name changes, etc.
- Provide gift reports to ED, Finance Team and Director of Mission Advancement. Provide monthly reports for new donors, recurring donors, lapsed donors and other reports as requested
- Track donor information to include number of donors, average gift amount, average donor age, campaign donor details, etc. to create plan for growth
- Create segmented lists for stewardship communications

#### Donor Relations & Stewardship: 30%

- Manage the overall donor acknowledgement process ensuring that all letters are correct, meaningful, properly laid out, and timely. Print and mail end-of-year giving letters
- Promptly return phone calls, emails, and online inquiries with requested information for donors.
- Update thank you letters at least quarterly
- Responsible for timely outreach and engagement of first time donors
- Create and manage Monthly Giving Program
- Cultivate and engage civic groups and other organizations
- Conduct tours of United Ministries for new donors, groups, and volunteers
- Speak to groups about United Ministries and host agency table at community fairs, etc.
- Coordinate with Volunteer Manager, to participate in and lead volunteer activities for groups, sometimes on weekends or after normal business hours
- Coordinate Holiday Honor Card logistics

#### Communications and Marketing: 25%

- Coordinate mailings
- Work with Marketing Agency on implementation of communications strategy to regularly collect, develop and update materials to reflect most current news, events, participant progress/success stories, program outcomes and needs for website, social media pages, monthly print and digital newsletters to engage supporters, partners, and constituency for up-to-date information as part of communication strategy. Edit materials for accuracy, ease of use, and continuity
- Manage e-distribution and mailing lists. Utilize analytical tools to measure impact of email communications. Coordinate bulk mailing process with third party vendor, including mailing lists, de-duplication, printing, distribution and costs
- Manage printing and inventory needs for regular promotional materials including brochures, stationary, thank you notes, business cards, and nametags

#### Signature Events: 10% (dependant on time of year)

- Assist in the planning and execution of 2 signature events (Uniting for Change Luncheon and Donor Appreciation Celebration) and a variety of small events, including oversight of registration, supply orders and promotional efforts
- Coordinate with Marketing agency to assist with the design of Save the Date messages, invitations, social media posts, mailing lists and managing the RSVP process

#### Front Office Coordination and Volunteers: 5%

- Oversee the reception area -primarily through the coordination of volunteers-to ensure effective telephone answering and communication with visitors
- Provide/coordinate reception coverage when volunteers are not here
- Provide general oversight of the administrative suite and serve as primary contact for the front door for trouble-shooting and initial contact
- Coordinate the scheduling and training of volunteers that are used in clerical areas
- Coordinate with the Volunteer Manager to maintain updated volunteer training materials for reception area to include instructions, program and contact information and partner resources

## **Position Responsibilities - Non-Essential**

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- Attend job related meetings
- Provide back up administrative support to other functional areas of the organization when needed to include Executive Director, Board of Directors, Finance, and Programs
- Handle meeting set up as needed (notices, lunch orders, copies, etc.)
- Other Duties as Assigned

## **Essential Skills and Experience**

- Bachelor's degree or associate's degree with equivalent professional experience
- Proficiency with Microsoft Suite (Word, PowerPoint, Excel)
- Social media management experience
- CRM experience preferred (Bloomerang strongly preferred)
- Wordpress experience preferred
- Excellent verbal and written communication skills
- Integrity and discretion
- Demonstrated skill with time management, planning, organization, and follow-up
- Experience with Adobe Creative Suite strongly preferred
- 1-3 years of project management and/or event management experience
- 1-3 years of professional fundraising and/or sales and marketing experience
- Well-developed interpersonal and communication skills and willingness to communicate with a wide variety of individuals - from individual donors and volunteers to Board of Director members
- Flexibility and willingness to take on additional duties/responsibilities
- Ability to shift priorities in a fast-paced environment
- Ability to work independently and as a member of a team
- Strong ethical standards; ability to create trust and integrity with co-workers, donors and community.
- Ability to multitask (able to navigate numerous applications and decipher information while holding a detailed conversation)
- Attention to detail and accuracy

## **Beneficial Skills and Experience**

- Knowledge of Bloomerang
- Experience with basic finance functions, including budgeting and reporting
- Strong public speaking skills and experience.

Mental & Physical Demands- ADA Guidelines				
Physical Demands				
Stand	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Walk	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Sit	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Handling	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Outward	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Above Shoulder	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Climb	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Crawl	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Squat or Kneel	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Bend	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Lifting Requirements				
10 pounds or less	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
11 to 20 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
21 to 50 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
51 to 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
> than 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Pushing and Pulling Requirements				
12 pounds or less	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
13 to 25 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
26 to 40 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
41 to 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
> than 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A

*The Company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent an expressed or implied contract of employment nor does it alter your at-will employment, and the Company reserves the right to change this job description and/or assign tasks for the employee to perform, as the Company may deem appropriate.*

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 Print Employee Name

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 Employee Signature

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 Date Signed

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 Print Manager/Supervisor Name

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 Manager/Supervisor Signature

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 Date Signed