

Giving Programs Officer

Grade: 9

Reports to: Assistant Director of Advancement
Job Status: Exempt, Full-Time

Department: Advancement
Approval Date: December 2018

Job Summary:

The Giving Programs Officer is an integral member of the Advancement division responsible for developing and implementing a comprehensive annual giving program in support of the South Carolina Aquarium's operations. The Giving Programs Manager designs and implements all annual giving programs that drive a high volume of community engagement outside of the Aquarium's giving societies (\$300+). The Giving Programs Manager is also responsible for proactively developing new giving opportunities that engage the community in supporting the Aquarium.

Essential Functions:

- Collaborate with the Strategic Communications division to develop, design, and oversee production of a regular schedule of compelling direct-mail and online **annual giving** opportunities while analyzing all constituencies for optimum segmentation. This includes providing oversight and direction to the Aquarium's online giving platform and messaging, as well as other mobile giving avenues.
- In collaboration with the Assistant Director of Advancement, implement the Aquarium's **Planned Giving Program**. Oversee communication strategy to increase public awareness and participation in the planned giving program. Oversee stewardship efforts for the Nautilus Society.
- Manage the implementation and delivery of the **Corporate Circle** program for local businesses and corporations giving under \$10,000 per year.
- Work closely with the Gift Officer and Major Gift Officer to actively identify prospects and **develop cultivation and engagement strategies** to feed into the mid-level giving and major gift prospect pipeline.
- Implement a matching gifts program, raising awareness among the community, existing donors and volunteers about company matching gift opportunities for monetary gifts and volunteer hours. Work closely with the Volunteer Services department to incorporate messaging and information into volunteer orientation and training related to matching gift and giving opportunities.
- Serve as project lead on the production of the **Annual Report**, collaborating with multiple divisions to provide direction for design and content as well as detailed review to ensure accurate and appropriate donor recognition and financial information.
- Work closely with the Finance division to promote and encourage **employee giving**, providing bi-annual information sessions to all employees about ways to give.
- Actively identify, and respond to, other giving opportunities, as they arise.
- Participate in the continuous improvement and documentation of processes, policies, and procedures.

Other Duties and Responsibilities:

- Adhere to the South Carolina Aquarium Policies and Procedures.
- Support the mission by participating in Aquarium sponsored programs and events on a regular basis.
- Stay informed regarding the development field, to include tax aspects of charitable gifts and legislation affecting such gifts.
- Maintain a customer service demeanor at all times and respond to donors with the appropriate level of urgency. Work with the Strategic Communications division to ensure consistent organizational branding in broad donor communications.
- Other duties as requested by the Director of Advancement or Assistant Director of Advancement.

Knowledge, Skills, and Abilities:

- Proficiency with Microsoft Word, Excel, Outlook, SiriusWare and Blackbaud's Raiser's Edge is preferred. Experience with other comparable CRM and Point-of-Sale systems acceptable.
- Excellent verbal, written communication, presentation and interpersonal skills.
- Must be a detailed, goal oriented and enthusiastic individual able to exercise independent judgment in completing tasks, prioritizing and meeting deadlines.
- Demonstrated organizational skills; able to manage multiple projects and move quickly from one to another while maintaining thorough records. Ability to be flexible and balance competing priorities.

Education and Experience Required:

- Bachelor's degree in communications, marketing or a related field, and demonstrated experience in fundraising in the nonprofit sector.

Supervision of Others:

- Interns/volunteers, as appropriate

Physical Requirements:

Requires average walking, standing, bending, stooping, crouching, sitting, kneeling, balancing, pushing and pulling, crawling, climbing ladders, computer tasks and phone tasks in a normal office environment.

Working Conditions:

Occasionally needs to work weekends and nights

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.