



**Job Title:** Annual Fund Manager  
**Salary Range:** \$42,000 - \$48,000  
**Location:** Downtown Durham and Remote  
**Reports to:** Associate Director of Philanthropy  
**Application Deadline:** Open until May 21, 2021

### **About TLC**

TLC is an accredited and well-respected land trust, having protected 22,000 acres in the rapidly growing Triangle region of North Carolina. Since 1983, TLC has conserved land to safeguard drinking water, support family farms and the local food economy, protect important natural habitat, and connect people with nature. TLC is currently headquartered in vibrant downtown Durham, although most staff are working remotely. This is an exciting time to work at TLC as we are seeing a dramatic increase in use of our public nature preserves and growth in community support for our mission. TLC is doubling the pace of conservation in the Triangle and will conserve 25,000 acres by 2025 as outlined in our [Strategic Action Plan](#).

TLC seeks to attract the candidates who support our [mission and values](#) as well as respect and promote excellence through diversity. To this end, TLC recruits, hires, trains, and promotes individuals without regard to color, race, religious belief, sex, marital status, sexual orientation, national or ethnic origin, disability, veteran status, or age. To learn more about TLC, please visit our website [www.triangleland.org](http://www.triangleland.org).

We strongly encourage applications from people who have a passion for the work outlined below, even if their professional experience does not align perfectly with the expectations listed. TLC has a generous support system that includes a mix of paid professional development opportunities as well as training and support from fellow staff members.

### **Position Summary**

The Annual Fund Manager reports to the Associate Director of Philanthropy and working closely with the Philanthropy Manager and other staff, is an integral part of the Advancement team with a focus on supporting a comprehensive individual giving program. The Annual Fund Manager helps TLC reach annual fundraising goals through the cultivation, solicitation, and stewardship of individual donors and prospects through direct mail, telephone, and electronic solicitations and stewardship. This position will play a critical role in planning and implementing a comprehensive annual fund program to broaden donor base, upgrade the average size of donation, and increase donor retention as well as provide exceptional donor stewardship.

### **Essential Duties Include**

*Annual Fund, Major Gift, and Donor Stewardship*

- Working with the Associate Director of Philanthropy, manage TLC's Annual Fund and special giving days through direct mail and electronic campaigns by supervising all components of each activity (including design, composition, and segmentation).

- Work with Associate Director of Philanthropy and Senior Leadership to develop strategies and materials for renewal and acquisition, coordinate campaign schedules with membership renewals, track and analyze renewal, acquisition, and attrition.
- Working with the Philanthropy and Communications team members to implement direct mail campaigns including data management, list development, and data manipulation and clean up.
- Work with Philanthropy Manager as a secondary point of contact for data entry into Raiser’s Edge NXT and ensure accurate information and system integrity.
- Establish and oversee print, mail, and fulfillment timelines with vendors and internal staff.
- Support and help grow TLC Stewards monthly donor program with regular stewardship and cultivation.
- Provide regular reports and data for Senior Leadership and TLC Board and Committees.
- Prioritize donor engagement and maintain TLC’s excellent donor stewardship practices through emails, handwritten thank you notes from board and staff, phone calls, donor meeting and events.

#### *Project Management and Event Coordination*

- Coordinate projects in an organized and timely manner including solicitation and stewardship mailings; fundraising and donor appreciation events; preparing materials for meetings, conferences, and events, including recording minutes at Development Committee meetings.
- Work closely with Philanthropy staff and Senior Leadership to implement a Moves Management system by maintaining accurate information and serving as an active prospect identifier, targeting prospects for personal visits with Executive Director, Director of Advancement, Associate Director of Philanthropy and board members; making connections between and among people, events, programs, and their associated circles.
- Work with Philanthropy team to plan, organize and implement meaningful donor engagement events including major donor receptions, legacy and general donor outings and events.
- Coordinate with Philanthropy staff to ensure alignment between program goals and delivery of member benefits. Participate in developing, implementing, and tracking department goals.

#### **Essential Experience, Technical Skills and Competencies**

- Bachelor’s degree or at least three to four year(s) experience in fundraising or related occupation. Nonprofit and individual giving fundraising preferred.
- A demonstrated ability to produce multiple assignments on deadline.
- Strong computer skills. Experience with Microsoft suite, fundraising software and databases essential. Raiser’s Edge NXT, ResearchPoint experience preferred.
- Strong organizational and analytical skills with precise attention to detail.
- Strong verbal communication skills and experience engaging with donors. Experience using Adobe Suite, especially InDesign, or similar program a plus.
- Excellent writing and editing abilities. Experience writing donor-centric materials a plus.
- Experience with event planning and management plus working with external vendors.
- Ability to work both independently with limited supervision as well as collaboratively in an environment that stresses teamwork.
- Ability to think creatively and strategically.
- Strong interest in land conservation and/or the environment. A willingness to understand and enthusiastically promote the TLC’s conservation mission and programs is essential.

- Flexible and able to handle multiple tasks, working with different personalities and tight timelines with skill.

### **Attributes**

- Has a strong understanding of Diversity, Equity and Inclusion and a commitment to noticing how our work can be more equitable and supporting those efforts.
- Detail and deadline-oriented: You are attentive to details, generally get it right the first time, but invite input from other staff. You are accountable.
- Go getter: You are mature, supportive, and dependable, can easily shift back and forth from working autonomously to working collaboratively, and desire to undertake new and varied projects and responsibilities.
- Flexible and capable: You manage changing priorities with ease and get the job done. You take projects from start to finish and anticipate changes in schedules.
- Process-oriented: You are efficient with setting up and maintaining systems to create high quality work in collaboration with others.
- Strong communicator: You demonstrate poise, diplomacy, and tact when appropriate, but have a natural tendency toward sharing joy, inspiration, excitement, and passion. You have strong written and oral communication skills.
- Team player: You actively support a culture where people encourage each other and work together to succeed and/or celebrate the successes of others. You ask for help when you need it and also pitch in to support others.
- Ability to work evenings and weekends as required (not a regular occurrence).

**Benefits:** This is a full-time permanent and exempt position with excellent benefits; including employer paid health, dental and vision insurance, short-term and long-term disability with generous paid time off and holiday observances.

### **How to apply:**

We are actively seeking to recruit diverse candidates to this position that enable TLC to reflect the diversity of the Triangle region. We are seeking candidates that demonstrate diversity of perspective, experience, and culture. We strongly encourage applications from Black, Indigenous and People of Color applicants as well as any applicants who are historically underrepresented in roles like this.

Applications should be submitted via email as a single pdf to [hr@triangleland.org](mailto:hr@triangleland.org) with the subject line "Annual Fund Manager Application." The following documents should be included: 1) letter of interest 2) maximum two-page resume 3) three professional references. References will not be contacted without notifying you first. All applicants shall receive a confirmation email and if you are selected for an interview HR will contact you. Please no phone calls, drop-ins, paper submissions or status updates.