



Advancement Manager

ABOUT US

For over 65 years, Happy Hollow Foundation has been dedicated to preserving and enhancing Happy Hollow Park & Zoo. As a non-profit organization, Happy Hollow Foundation's mission is to support conservation, education and play through innovative programming and strategic fundraising initiatives. The foundation's vision is to foster pride and involvement so that Happy Hollow Park & Zoo remains a community asset that is highly valued and accessible to all.

The Advancement Manager will partner with the Executive Director for strategic goal setting, and be responsible for annual fund development, ongoing donor relations and stewardship, and execution of fundraising events. The Advancement Manager is a strong relationship builder to support outreach and networking to ensure fundraising goals are met or exceeded. This role has the potential to be promoted to the Director of Advancement.

DUTIES

Fund Development

- Participate as a member of the Happy Hollow Foundation's fund development team and stay apprised of current activities and changes that may impact fundraising.
- Lead fund development campaigns like Giving Tuesday and End of Year and Annual Drive.
- In partnership with the ED, strategize fund development to generate revenue and elevate Happy Hollow Foundation within our community.
- Launch and manage a planned giving program.
- Coordinate with ED on grant applications and research potential new funding sources.
- Become an expert in the donor management software, Little Green Light, and utilize this tool to maximize fundraising efforts.
- Manage a portfolio of donors.
- May be required to work occasional evenings and weekends.
- Maintain accurate records in the donor database.

Events and Programs

- Plan and execute all aspects of the “Hooray for Happy Hollow” annual fundraiser including sponsorship and in-kind procurement and management of processes (ticketing, RSVPs, sponsor coordination, auction fulfillment, vendor tabling, merchandise ordering).
- Manage Dreambuilder program and related special events.
- Procure sponsorships for Senior Safari and Title I programs and assist with programs as needed.

Marketing and Communications

- Opportunities for public speaking, presentations and tabling at outside events to promote the foundation’s mission and vision.
- Coordinate printed material preparation and publication and oversee mailing of Annual Report and End of Year Appeal, and as needed for events or programs.
- Manage relationships and accounts with printers, mailing house, U.S. Post Office.
- Update website as needed. Create online events or donation forms as needed.
- Ability to design marketing materials in line with an established style guide for social media posts; content for ED newsletters; event signage and marketing materials and more.
- Manage digital communications in coordination with the ED. Post to social media as needed.

Work Experience:

- 2+ years of direct marketing experience working on comprehensive direct response programs using direct mail, telemarketing and online channels that meet or exceed goals.
- Demonstrated experience providing direct response results analysis.
- Strong project management skills with demonstrated ability in planning projects, communicating with stakeholders, completing work with minimal supervision and meeting project deadlines.
- Knowledge of donor management and stewardship principles.

KNOWLEDGE, SKILLS AND ABILITIES

- Data entry experience required. (Knowledge of Little Green Light, eTapestry, Raiser’s Edge; Greater Giving, GiveSmart or One Cause software are a plus.)

- Proficiency with G-Site and MS Office Suite (especially Word, Excel and PowerPoint), including mail merges. (Web-based communication experience is a plus. Publications experience a plus.)
- Skilled with content creation in Canva; Adobe Illustrator or Photoshop.
- Excellent written, oral, electronic and presentation abilities.
- Excellent organizational, project management and self-initiative skills including ability to prioritize, focus, manage multiple tasks and anticipate and meet deadlines.
- Dynamic interpersonal communication skills, including the ability to communicate effectively with management, donors, volunteers and Happy Hollow staff.
- Demonstrated ability to work both independently and as part of a team.
- Excellent care and attention to detail. Absolute commitment to accuracy, timeliness and confidentiality.
- Model a high degree of integrity.
- Demonstrated initiative, resourcefulness and problem-solving capabilities. A willing learner with a strong work ethic.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

- Ability to lift 25 lbs. without help. Ability to look at a computer monitor for long periods of time. Ability to sit for long periods of time.
- Ability to work in a highly stressful environment dealing with a wide variety of challenges, deadlines and a varied and diverse array of contacts.

REQUIREMENTS

- TB testing.
- Fingerprinting - Must not have felony convictions or other serious violations

COMPENSATION & BENEFITS

- Full-time, salaried
- Salary range of \$75,000-\$85,000 based on experience
- Comprehensive health and dental benefits.
- Simple IRA with 2% employer match.
- Accrued Paid Time Off and Sick Leave
- Federal and County holidays (14 days annually).
- Training and professional development opportunities.

TO APPLY

Please email a cover letter, resume, and a list of professional references to Rhonda Nourse, Executive Director, Happy Hollow Foundation, rnourse@happyhollow.org