

POSITION DESCRIPTION

Position Title: Campaign Manager (full-time)

Location: Greater St. Louis Chapter

Reports to: Executive Director, Greater St. Louis Chapter

Brief Description

The Campaign Manager (“CM”) is responsible for executing all event-based fundraising programs for the Greater St. Louis Chapter (“Chapter”) of the American Parkinson Disease Association (“APDA”) by developing relationships with and securing financial contributions from individuals, businesses and organizations in support of APDA’s events, activities, and programs, and by raising public awareness to maximize service delivery and revenue generation potential in the community.

The ideal candidate is a results driven, fundraising professional with proven experience in achieving fundraising budgets and/or growing event revenues, is familiar with the Chapter’s culture and geography with knowledge of the philanthropic environment, has marketing and communications strengths, is detail oriented and possesses the ability to multi-task, deliver exceptional customer service, and utilize keen problem-solving and judgment skills.

PRIMARY RESPONSIBILITIES

- Responsible for developing and achieving annual event revenue and expense budgets for the golf tournament, Optimism Walk and Annual Appeal with direct accountability for goals set forth in the annual budget.
- Convert new sponsors into committed supporters. Retain and recruit corporate sponsorships to increase revenue goals each year.
- Planning and executing logistics before, day-of, and post-event, including but not limited to securing event venue and appropriate permitting, day-of volunteer recruitment and training, pre-event marketing and advertising, kick off events, delivery of sponsor benefits, finalizing routes, contracting with vendors, and conducting post-event analysis and evaluations with recommendations for improving and streamlining processes for future events.
- Prepare and maintain accurate records/data reports to evaluate and manage event.
- Provide superior customer service to support event participants through online support, timely response to email and telephone communications.

- Write, submit, and follow-up to ensure placement on press releases and stories to established contacts with local and regional media and in coordination with marketing committee.
- Maintain and broaden social networking to benefit the event and the organization.
- Recruit, staff and manage high level volunteer planning committees.
- Develop and maintain event and volunteer databases, including but not limited to staffing, recruitment, supervision, training and acknowledgement.
- Responsible for securing auction, raffle and in-kind donations of goods and services for each event.
- Cultivate and expand sponsorship development and fulfillment.
- Responsible for the cultivation, development and retention of existing and new corporate and individual participants.
- Identify and cultivate donor development program including prospecting, targeted follow-up, and new lead generation.
- Actively participate in staff committees as necessary and appropriate.
- Assist the Executive Director and staff in other programs and events as needed.

Disclaimer: The Employer retains the right to change or assign other duties to this position. The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the person. The person may be required to perform duties outside of their normal responsibilities from time to time, as needed.

POSITION REQUIREMENTS:

- Three years experience, preferably in a health, social service, non-profit or related field, with fundraising responsibility and engagement with a variety of constituents.
- Proven experience in achieving fundraising budgets and/or growing revenues of events
- Experience in volunteer management
- Ability to work effectively both independently and in a team environment

EDUCATION:

- Bachelor's degree required, preferably in business or communications/marketing discipline and/or three+ years experience in corporate development or event/fundraising or equivalent combination of education and experience. Previous experience with a nonprofit fundraising program preferred.

RELATED SKILLS

- Motivated to meet and exceed fundraising goals. Outcomes-driven.
- Excellent in managing deadlines. Prioritizes and manages multiple projects with ability to adapt to changes in work environment and manage competing demands.
- Highly developed verbal, written, organization and presentation skills, including proofreading and public speaking.

- Demonstrate ability to take initiative and work independently within a fast-paced environment. Self-starter.
- Strong interpersonal skills to communicate and foster a team environment with constituents and colleagues with diplomacy and professionalism.
- Understand business implications of decisions and align work with strategic goals.
- Detail-oriented, well-organized, efficient and accurate.
- Able to multi-task and handle competing demands and unexpected events.
- Ability to analyze information and make timely, appropriate decisions
- Undertake self-development activities to learn new skills.

POSITION REQUIREMENTS

- Willingness and ability to travel as required to perform job. Must have personal, reliable transportation.
- Willingness and flexibility to work evenings and/or weekends as necessary to carry out responsibilities.
- Strong computer skills and ability to use existing technology to achieve desired results. Proficient in latest versions of Microsoft Office applications including Word, Excel, Outlook, Publisher, and PowerPoint. Experience in donor database software and proficient in social media platforms.
- Strong commitment to customer service.
- Ability to identify and safeguard confidential information.
- Knowledge of philanthropic community in St. Louis.
- Excellent interpersonal skills and ability to connect and articulate the American Parkinson Disease Association's mission.
- Ability to prospect/cold-call new businesses to solicit sponsorships; comfortable with networking.
- Work to develop a new network of high level contacts for the Chapter and form new corporate alliances and partnerships.
- Maintain high level of integrity, diplomacy and initiative.

CORE COMPETENCIES:

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| • Entrepreneurial Spirit | • Managing Performance |
| • Results Driven | • Team Focus |
| • Stakeholder Focus | • Managing Change |
| • Decision Making | • Building Collaborative Relationships |
| • Problem Solving | • Building Trust |
| • Taking Initiative | • Flexibility |

To apply, send cover letter, resume, and salary history to: jobs@apdaparkinson.org