

## POSITION DESCRIPTION

**Position Title:** Campaign Manager  
**Location:** Northwest Chapter  
**Reports to:** Development Director, Northwest Chapter  
**FSLA Class:** Exempt, Full Time

The Campaign Manager (“CM”) is a key member of the Development Team responsible for executing event-based fundraising for the Northwest Chapter of the American Parkinson Disease Association, by developing relationships with and securing financial contributions from individuals, businesses and organizations in support of APDA events, activities and programs, by raising public awareness to maximize service delivery and revenue generation potential, and delivering high-quality customer service and to ultimately help meet the objectives of APDA’s mission: *Every day, we provide the support, education, and research that will help everyone impacted by Parkinson’s disease live life to the fullest.*

The ideal candidate is passionate about fundraising in a mission-based organization, organized, energetic, and a self-starter with proven experience in achieving fundraising budgets and/or growing event revenues in a philanthropic environment. This position is ideal for someone with fundraising, marketing and communications strengths, who is able to multi-task while prioritizing deadlines, deliver exceptional customer service, and utilize keen problem-solving and judgment skills.

### **BRIEF DESCRIPTION (other duties may be assigned):**

- Lead the annual Optimism Walk, handling planning, sponsorship and fundraising logistics, with direct accountability for goals set forth in the annual budget.
- Assist with planning and lead logistics for other fundraising events.
- Assist in securing sponsorship support for annual educational events
- Grow third party events and personal donation campaigns by establishing guidelines, resources and outreach methods and assist donors in implementation.
- Generate gift acknowledgements, notifications, tax receipts and other forms of donor acknowledgements as required.
- Serve as a representative at community events, meetings and networking activities.
- Convert new sponsors into committed supporters. Recruit and retain sponsorships to increase revenue goals each year.
- Maintain and broaden social media presence to increase outreach to the community.
- Help maintain the chapter’s website, updating content and links so that users can easily find valuable information on events, programs and classes.
- Create an annual calendar to ensure regular advance distribution of e-blasts and e-newsletters, as well as being responsible for collecting content, development and distribution.
- Increase awareness of APDA by developing and maintaining relationships with media

outlets; write, submit and follow-up on press releases and stories.

- Manage volunteers at all program and fundraising events.
- Maintain fundraising event websites.
- Responsible for accounts receivable (processing deposits) and generating reports, as well as tracking it in the appropriate database(s).

## **POSITION REQUIREMENTS**

- Three years of prior experience, preferably in fundraising, event management, sales, and/or marketing. Previous experience with a nonprofit organization preferred.
- Proven experience in achieving fundraising or sales budgets and/or growing event revenues
- Experience in volunteer and project management
- Ability to acquire funding and underwriting for patient-centered programs and services
- Demonstrated capability to use Microsoft Office Suite (Word, Excel, PowerPoint, Publisher and Outlook)
- Experience in donor database management is desirable

<b>Working Conditions, Physical Demands, Travel</b>
<ul style="list-style-type: none"><li>• General Working Conditions: Office environment</li><li>• Physical Demands: primarily a sedentary work environment, along with the ability to stand, sit, feel, crawl, bend, reach; occasional need to lift or move up to 25 pounds</li><li>• Machines, Tools, Equipment, Electronic Devices, Computer Software, etc. use:<ul style="list-style-type: none"><li>○ Ability to operate a motor vehicle in accordance with company policy.</li><li>○ Ability to use common office equipment such as: telephone, scanner, computer, printer and copier.</li><li>○ Computer programs including MS Office and Outlook, related industry and functional databases.</li></ul></li><li>• Travel requirements: Up to 25% travel within the chapter's territory, and irregular hours including evening or weekend meetings or events as needed.</li></ul>



## **EDUCATION**

- Bachelor's degree preferred.

## **RELATED SKILLS**

- Outcomes-driven. Motivated to meet and exceed fundraising goals.
- Excellent in managing deadlines. Prioritizes and manages multiple projects and priorities, with ability to adapt to changes in work environment, competing demands and unexpected events, and analyze information in order to make timely, appropriate decisions.
- Leadership ability with highly developed verbal, written, organization, listening and presentation skills, including proofreading and public speaking.
- Demonstrate ability to take initiative and work independently within a fast-paced environment. Self-starter.
- Capable of directing and working effectively with donors, volunteers, board members, staff and committees in a wide range of activities while under pressure and/or deadlines.

- Strong interpersonal skills to communicate with constituents and colleagues with diplomacy and professionalism and foster a team-environment.
- Goal oriented self-starter that strives for optimum results, resolves conflict, and promotes cooperation, commitment, and pride. Understanding of business implications of decisions, and ability to align work with strategic goals.
- 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, Power Point, Word Press and Adobe Creative Suite is preferred.
- Experience with CRM, donor database and event software such as DonorPerfect, Salsa, Donor Drive, Greater Giving, and email platforms such as Constant Contact.
- Proficient in social media platforms.
- Willingness and ability to travel as required to perform job. Must have personal, reliable transportation.
- Willingness and flexibility to occasionally work evenings and/or weekends as necessary to carry out responsibilities.
- Strong commitment to customer service and community relations.
- Ability to network effectively and establish long-term relationships with donors, sponsors and the Parkinson's community. Comfortable with soliciting sponsorship and donations.
- 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, reference contact information, and resume to [jobs@apdaparkinson.org](mailto:jobs@apdaparkinson.org)**