

ANNUAL FUND MANAGER

Salary: \$105-\$115k/year DOE

What We Do

Come be part of the affordable, home-ownership movement! Join us and make an impact on people's lives! Habitat for Humanity Greater San Francisco believes in the power of homeownership to create generational impact. To this end, we **build homes** for first-time homeowners and **sustain homeownership** by helping homeowners retain their home as an asset for generations to come.

Your Impact

The Annual Fund Manager plays a critical role on Habitat for Humanity Greater San Francisco's Fund Development team. This position develops strategies, leads, plans, executes, and manages Habitat GSF's annual giving program, including direct marketing. This position is hybrid with the office based in San Francisco.

Reporting to the Vice President of Philanthropy, this position partners closely with the Fund Development team and other Habitat GSF colleagues to secure critical support from donors giving up to \$9,999 annually. Through expanding direct marketing initiatives and increasing support from and engagement by donors, this position supports Habitat GSF's campaign to raise \$100M by 2027, and the organization has already secured \$80M toward this goal. With the campaign and through the generous support of donors, Habitat GSF will double its production of affordable homeownership opportunities.

Primary Responsibilities

Annual Giving (65%)

- Manages annual giving program, including leading partnerships with outside vendors to plan and execute, ensuring an on time and impactful program.
- Partners with the Fund Development Department and Direct Mail Consultants to oversee the strategy development, design and implementation of all direct mail solicitations to increase the number of donors and prospects.
- Manages the online giving program to renew and increase annual giving participation.
- Executes initiatives to encourage donors to donate and renew online.
- Manages all aspects of donor relationships and follow-up with on-line donors.
- Maintains a detailed schedule of direct marketing activities and ensures the appropriate review of copy and mailing list selection.



- Works and coordinates with vendors and consultants who implement the program, including strategic input, copywriting, design, production and mailing, and list selection.
- Monitors and reports on revenue and expense budgets for annual giving.
- In close collaboration with the Development Operations Manager, ensures integrity of gift coding and ensure donor data and activities are accurately documented and tracked in Salesforce.
- Supports VPP and CDO with cultivation and engagement efforts for donors, as needed.

Stewardship (25%)

- Strategically manages a portfolio of 100+ individual donors and assists in implementation of personalized mid-level and major donor solicitation and renewal letters for non-portfolio donors.
- Supports Individual Giving Team with donor cultivation, solicitation, and stewardship, including event support, donor engagement and stewardship plans
- Supports and engages in donor prospecting. Develops, documents, implements, and participates in the enhancement of systems and protocols for prospect management by using various research tools such as iWave.

Other duties as assigned (10%)

Perform additional appropriate duties as needed.

Minimum Qualifications

- Bachelor's Degree or equivalent experience.
- 3+ years' experience in project management, donor relations, or customer service required
- Experience with or willingness to learn Salesforce. Must have analytical database experience.
- Excellent organizational and prioritization skills; ability to manage an unpredictable workflow and possess the flexibility to respond thoughtfully and quickly.
- Strategic, creative thinker and planner.
- Excellent communication skills, including the ability to write and speak clearly and effectively, and to listen, and capacity to engage, inspire and persuade.
- Must be able to travel within HGSF's tri-county service area (San Francisco, Marin, San Mateo).



- Must be able to pass background check (*In accordance with state and county law: convictions do not necessarily rule out employment, it depends on the nature and severity of the conviction and is evaluated on a case by case basis, check is conducted on last 7 years only.*)

Preferred Qualifications

- Previous experience of Salesforce and/or other donor database management software.
- Solid working knowledge of MS Office or comparable software suites (word processing and spreadsheets)
- A background and/or interest in affordable homeownership.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

Physical Demands

This is a largely sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets, and stand or bend as necessary. Must be able to travel within HGSF's service area.

Benefits

Compensation for this role is competitive, DOE. This full-time position offers medical, dental and vision insurance, life insurance, long-term disability, employee assistance program (EAP), Flex Savings Account (FSA), 403b retirement account, commuter benefits, 20 paid vacation days, 3 front loaded sick days (accrue up to 72 hours per year), and 13 paid holidays.

EEO: Habitat Greater San Francisco is an equal opportunity employer. Habitat Greater San Francisco strives to reflect the diverse community it serves. Applicants who contribute to this diversity are strongly encouraged to apply. Reasonable accommodation is available for qualified individuals with disabilities, upon request.

Habitat GSF receives federal funds through Self-Help Homeownership Opportunity Program (SHOP) and is required by federal law, to the greatest extent possible, to provide job training



and employment opportunities to Section 3 residents. *Section 3 residents are defined as public housing residents or low-income persons who live in metropolitan area or non-metropolitan counties where HUD-assisted projects are located.