



Position Title:	Senior Manager of Engagement and Stewardship
Department:	External Relations
Reports To:	Chief External Relations Officer
Location:	Downtown Los Angeles, Headquarters
Exemption:	Exempt

Position Summary

The Senior Manager of Engagement and Stewardship is responsible for designing, implementing and coordinating a comprehensive donor cultivation and stewardship system that appropriately and consistently promotes the value of Girl Scouts Greater Los Angeles (GSGLA).

Essential Duties and Responsibilities

Responsibilities:

- The Senior Manager is responsible for creating meaningful opportunities to engage prospects and donors from all walks of life, and has a significant effect on GSGLA's ability to promote, increase, recognize and retain supporters. These include, but are not limited to intimate special events for solicitation and recognition, introducing and promoting giving clubs, and managing direct response appeals and related collateral that supports cultivation and/or stewardship.
- A key goal for this new position is to develop strategies that will increase the number of new donors and retain and deepen the relationships with current donors and constituents.
- The Senior Manager will sustain positive and mutually-rewarding relations between the Council and its constituents, and strategize with the Chief External Relations Officer and fund development staff to determine the best strategies for cultivating prospects and stewarding donors from key constituent groups.
- Create and implement a full calendar of engagement events, ranging from donor-hosted evening and weekend soirees to small gatherings with constituents and the CEO or other chief executives.
- Design new initiatives that will welcome new prospects and demonstrate appreciation to current donors and friends.
- Manage and implement additional outreach and engagement opportunities that help realize the Council's philanthropic goals, both in support of annual fundraising and capital priorities.
- Collaborate closely with the Chief External Relations Officer and fund development team to develop donor stewardship plans for top supporters of the Council, and interact with these donors directly when suited.
- Design and implement a donor loyalty and commitment program that recognizes donors who have contributed consistently year-over-year.
- Work with the database and systems staff to help streamline and improve processes around list management, data integrity, gift acknowledgements, pledge reminders, fund management and donor reporting.
- Collaborate with Marketing and Communications team to ensure strategic communications opportunities for prospects and donors are being realized to their fullest potential.

Essential Duties:

1. Design, document, and implement a systematic and integrated engagement and stewardship program that encompasses donor cultivation and recognition events.
2. Manage a monthly donor program e.g. acquiring, welcoming, retaining and reactivating monthly givers via phone and in writing so that we are poised for growth.
3. Establish and oversee information tracking processes regarding acknowledgement, recognition, on-going communications and continued cultivation of past and current donors to enhance their relationship with the Council and increase the likelihood of continued contributions. Devise and implement efficient processes to manage lapsed gifts and problem donations.
4. Work collaboratively with fund development and marketing and communications staff to compose letters, compile appropriate invitation lists, engage featured program participants, create programs and provide program materials, and obtain donor awards and recognitions as needed.
5. Advise on and facilitate the recognition of donors in both print and web-based publications. Validate donor and gift information for the Annual Report and oversee production of corresponding donor roll.
6. Collaborate with mission delivery colleagues to create Moment to Mission opportunities for prospects and donors. Oversee implementation of programming created in this effort.
7. Collaborate with marketing and communication to create and promote mass-market giving strategies including direct mail and web or email-based solicitations.
8. Other responsibilities include but are not limited to establishing and maintaining timetables and budgets; supervising staff; coordination and stewardship of External Relations volunteers; and managing vendor relationships as needed.
9. Participate on cross functional committees across the Council and be a member of the Senior Management Team.

Organizational Relationships:

The Senior Manager of Cultivation and Stewardship reports to the Chief External Relations Officer, who reports to the Chief Executive Officer. The External Relations Division encompasses Fund Development, Special Events, Information and Database Services, Marketing and Communications, and Public Relations and Advocacy on behalf of the Girl Scouts of Greater Los Angeles (GSGLA).

To effectively fulfill the responsibilities of the position and maintain a highly collaborative environment, the Senior Manager must work closely with the Director of Marketing and Advocacy and the Director of Development, as well as the remainders of the External Relations team.

The Senior Manager will serve as a key partner in connecting Fund Development and Marketing and Communications strategies. He/she will assist colleagues in identifying, developing, and executing targeted programs and events to engage top donors and prospects.

The Senior Manager will direct and engage various committees and actively participate in key meetings and discussions as assigned. He/she will effectively lead and manage one staff person and potential interns.

Skill, Experience & Education

Skills and Knowledge:

- Detail-oriented, well organized, focused and goal-oriented, with a high level of initiative and energy. Must display a high level of maturity and personal integrity and ability to understand, develop, and sustain resilient and dynamic relationships with donors, colleagues, and senior management.
- Strong interpersonal skills with the ability to communicate effectively and persuasively with coworkers and with donors; must have demonstrated ability to exercise good judgment, tact, and discretion.
- Exceptional writing skills with an eye for creativity and great attention to detail. Ability to craft compelling donor communications from meaningful acknowledgement letters to accurate engagement and fund activity reports.
- High organizational ability, adherence to strict deadlines, and ability to manage concurrent projects and priorities.
- Solid computer skills, including knowledge of common donor databases, such as Raiser's Edge, and productivity tools within the Microsoft Office and Adobe design suites.
- Work independently to develop a donor stewardship matrix, outlining gift acknowledgement process for all gift levels, following industry standards and best practices.
- Establish a collaborative relationship with the mission delivery division to ensure free flowing exchange of information.
- Exercise independent judgement in collecting and analyzing information on prospects and donors to be utilized in the development of cultivation and stewardship programs.
- Bring donor relations perspective to discussions to ensure each piece of collateral from Marketing and Communications is integrated into the overall donor relations and recognition strategy.
- The ability to interact comfortably, tactfully, and effectively with varied internal and external constituencies is essential.
- Expertise in managing engagement events from concept to implementation.
- Desire to have fun while working in an environment of intelligent, highly motivated people.

Education and Experience:

A bachelor's degree is required and master's preferred, with a minimum of five to seven years of experience in development, stewardship, communications, customer service, or related field. Previous experience interacting with philanthropic donors is required.

Some regional travel, weekend, and evening work required.

Support an inclusive environment and values the individual traits, skills and talents of all staff, volunteers, girls, prospects, and donors.

Additional Organizational Requirements

- Subscribe to the principles of the Girl Scout Movement.
- Possess a positive attitude with strong work ethic, integrity and honesty.
- Must be flexible, adaptable and willing to thrive in an ever changing/fast-paced environment.
- Develop and maintain sensitivity to employee diversity in the work place.
- Behave in ways that demonstrate respectful treatment of other employees, volunteers and girls.
- Practice pluralism and be inclusive with the services provided.

Please submit a cover letter and resume to NFarrarAdams@girlscoutsla.org. Thank you.

