# Manager of Annual Giving

New England Botanic Garden at New England Botanic Garden at TH, PO Box 598, Boylston MA 01505 508-869-6111

<table>
<thead>
<tr>
<th>Direct Manager:</th>
<th>Chief Development Officer</th>
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<tbody>
<tr>
<td>Department/Group:</td>
<td>Advancement</td>
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<tr>
<td>Job Category:</td>
<td>Exempt</td>
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<td>Permanent</td>
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<td>Full-time</td>
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<tr>
<td>Location:</td>
<td>Boylston, MA</td>
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<tr>
<td>Travel Required:</td>
<td>Yes, local</td>
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<tr>
<td>Salary or Rate Range:</td>
<td>$60,000</td>
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<td>Contact:</td>
<td><a href="https://towerhillbg.isolvedhire.com/jobs/">https://towerhillbg.isolvedhire.com/jobs/</a></td>
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<tr>
<td>Date posted:</td>
<td>Renewed 5/4/2022</td>
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<td>Posting Expires:</td>
<td>When filled</td>
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New England Botanic Garden at Tower Hill (NEBG at TH) believes diversity in nature promotes a healthy, vigorous garden. We believe that diversity among our staff promotes a healthy work environment and a vigorous organization. We recruit, employ, train, compensate and promote regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law. We believe in diversity of race, gender identity, sexual orientation, religion, ethnicity, national origin, ability, and all the other traits that make us unique. NEBG at TH is an equal opportunity employer.

## Position Overview:

The Manager of Annual Giving is a results-oriented professional who will manage the Fund for NEBG at TH (Annual Fund), increase annual leadership giving, manage stewardship events, and memorial dedications. With responsibility for managing a donor portfolio of current and prospective John Green Society members – the Garden’s highest level of membership – the Manager of Annual Giving will maintain a portfolio of leadership annual fund donors/members while cultivating, soliciting, stewarding, and upgrading prospects and donors to major giving levels.

## Positional Responsibilities:

- Manages the Fund for NEBG at TH (Annual Fund) including the marketing strategy and execution of print and digital fundraising appeals, and donor stewardship.
- Manages the John Green Society including the engagement, solicitation, and stewardship of its members.
- Manages the John Green Society volunteer committee including consulting with the Chair and committee members.
- Working closely with the Membership and Advancement Services Manager, ensures all gifts are processed and all gift receipts and acknowledgments are sent on a timely basis.
- Manages the dedication giving program at NEBG at TH. This involves communicating and touring with prospects and soliciting donations for memorial dedications (trees, benches, and gardens), stewardship of the memorial, and assisting with any events associated with dedications.
- Work with Development Coordinator to send out donor and John Green Society correspondence for gifts, membership issues, and events.
- Reviews Weekly Gift Report for potential prospects and donor stewardship.
- Uses Versai CRM to track outstanding pledges and creates system to monitor all pledge payment activity and reminders.
- Supports the Chief Development Officer and the Development Committee in the implementation of
Manager of Annual Giving

- Collaborates with other staff, as appropriate, on development and membership activities undertaken within the Advancement Department.
- Identifies prospects to share with the Major Gift Officer and the Chief Development Officer for the Perennial Society and the Growing Boldly Campaign.
- Participates in the development and oversight of managed area budgets and workplans.

Collaborator and Interpersonal Relations (Shared Responsibilities)

- As appropriate, participate in the supervision of Advancement support staff. Shared responsibility for delegating assignments to the Development Coordinator and interns.
- Collaborate with Manager of Corporate and Foundations Relations on individual Donor opportunities. Manages and implements development-related events, including high end events, John Green Society events, and other events where donors gather.
- Working with the Chief Development Officer and the Manager of Membership Engagement and Advancement Services, The Manager of Philanthropic Engagement assists with the identification of prospects and with the cultivation, solicitation, and stewardship of the donor base.
- Assists with the management of prospect data and the recording of donor actions in the Versai database. Analyze Versai database information and produce management reports to guide donor cultivation and solicitation.
- Consult with Marketing and Event Management departments on digital and print collateral and event management.
- Participates in the development and oversight of managed area budgets and workplans.
- Works on Growing Boldly Campaign, as requested, needed, and delegated, including gift recordkeeping.
- Participate in the development of departmental budgets and workplans.

Qualifications

- Bachelor’s degree preferred.
- 3-5 years of experience in annual giving including marketing and high-end annual personal gift solicitation.
- Facility with marketing methods and channels used to communicate with, solicit, and steward prospects and donors.
- Excellent written and verbal presentation skills with ability to speak persuasively and articulate NEBG at TH’s mission and vision.
- Experience with project and event management.
- Experience with stewardship of donors.
- Proven expertise in building and maintaining positive relationships with diverse constituents.
- Excellent organizational skills and follow through. Ability to work in a fast-paced environment on multiple projects under pressure, including the flexibility to adapt to changing priorities.
- Discretion when dealing with private and sensitive information.
- Experience with CRM database.
- Collaborator and highly motivated, with an excellent ability to collaborate cross-functionally and cooperatively with various departments.
- Demonstrated ability to set and achieve goals as well as meet deadlines.
- Experience setting and following a budget in collaboration with colleagues.
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Schedule

The Manager of Annual Giving’s position is salaried and exempt from overtime.

Physical Demands / Working Conditions:

- Must be able to bend, squat, kneel, stand, and walk for extended periods of time and to navigate uneven grounds and stairs evenly.

*Note: Duties described above, other duties and physical demands have been identified as essential functions as required by the Americans with Disabilities Act.*

Summary Statement

The ideal candidate is:

- An initiative-taking analytical person.
- Highly professional, discreet, and of good judgment.
- A skilled communicator, able to read nuanced situations and manage relationships.
- Initiative-taking and able to work without close supervision.
- Able to prioritize multiple tasks and establish and meet deadlines.
- Continually builds technical and professional knowledge associated with job objectives.

In addition to being an Equal Opportunity Employer, New England Botanic Garden at Tower Hill fosters an inclusive workplace that values each member of our team. We aspire to reflect and serve our visitors as well as the communities of Worcester County, Massachusetts, and New England.

All NEBG at TH employees must be fully vaccinated (verification required) or be approved by NEBG at TH as exempt for medical or religious reasons. If the employee receives this accommodation, they must be tested weekly at a site of their choosing and provide a negative PCR test result to NEBG at TH. A booster is required 5 months after 2nd Moderna or Pfizer Vaccine or 60 days after Johnson and Johnson vaccine. Subsequent boosters will be required as recommended by CDC guidelines unless otherwise notified.

Updated 5.4.2022