

Development Manager Job Description

Make-A-Wish of Central and Northern Florida seeks a candidate with a minimum of 2 years non-profit, sales, or marketing experience. The successful candidate will have experience in outside sales and managing corporate accounts with excellent organization and time-management skills. Experience in securing corporate sponsorship dollars, managing special events, budgeting and committee management is also preferred.

Job Description Summary: The Development Manager is responsible for meeting the fundraising goals set by the chapter for Jacksonville's signature tasting event, Wish Madness, all external events (also known as third-party or community events that benefit Make-A-Wish), a portfolio of national corporate sponsorships, and the chapter's holiday campaign, Season of Wishes.

This job requires a dynamic, motivated, energetic, and personable individual with a go-getter attitude and a drive to meet and exceed budgetary fundraising goals.

Reports to: Director of Development

Essential Duties and Responsibilities to include (but are not limited to):

The Development Manager manages Jacksonville's signature tasting event, Wish Madness, all aspects of the region's external events, a portfolio of national corporate partnerships, and the region's Season of Wishes holiday campaign.

Job responsibilities are described below:

Wish Madness:

Wish Madness is Jacksonville's signature March Madness viewing party that features a tasting of the area's finest craft breweries and restaurants. The evening features live and silent auctions, gourmet cuisine from the area's finest restaurants and local craft breweries while guests watch the sweet 16 basketball games on big screens at the Fields Mercedes Dealership.

Essential Duties and Responsibilities to include (but are not limited to):

- Actively solicit and secure corporate sponsorships from \$1,000 to \$20,000 to reach the sponsorship goal for the event. Development Manager will work with committee members and board members to develop a prospect list and follow-up with phone calls, e-mails, and face-to-face meetings.
- Manage and work with a volunteer committee made up of business leaders in the greater Jacksonville area. Frequently communicate with committee to keep members engaged, motivated, and up-to-date on the status of event. Work closely with committee chair to set timeline, goals, and expectations for each committee member.

- Develop new ideas and creative ways to engage corporate sponsors and committee members to tie them into the mission and retain their support for Make-A-Wish Central and Northern Florida.
- Manage all aspects of planning, logistics, and day-of tasks to ensure a smooth and successful execution of the event.
- Perform all other duties as assigned.

External Events:

- Responsible for achieving the annual budgeted revenue goal of approximately \$100,000 for external events.
- Manages a portfolio of a minimum of 20-30 external events/campaigns taking place throughout the year.
- Reviews and evaluates external fundraising proposals - works with the Director of Development to determine the feasibility of these events
- Initiates new fundraising opportunities with corporations, clubs and organizations, and community events.
- Acts as the liaison between the external event partner and Make-A-Wish to ensure the success of the event/campaign
- Coordinates appropriate support for these activities ensuring the donor has the agreed upon supplies, materials, board, volunteer, and wish family representation.
- Maintains the records and updated files for all external event partners
- Coordinates appropriate thanks/recognition for all external event donors
- Attends and speaks about the organization at kick-off parties as necessary to encourage and motivate employee and guest participation and support.
- Attends and speaks about the organization at check-presentations - ability to attend in the evenings and on weekends as needed.
- Responsible for any follow-up with external event donors to ensure Make-A-Wish receives funds.

National Corporate Partners:

- Responsible for achieving the annual budgeted revenue goal for national corporate partnerships.
- Manages a portfolio of National Partnerships including Macy's Thanks for Sharing and Believe Campaign, Maggiano's Eat-A-Dish for Make-A-Wish, Dave and Busters star sales, Subaru's Share the Love Campaign, etc.
- Attends and speaks about the organization at kick-off events to encourage and motivate employee participation and support - ability to attend in the evenings and on weekends as needed.
- Coordinates appropriate support for these activities ensuring the sponsor has the agreed upon supplies, materials, board, volunteer, and wish family representation.
- Maintains the records and updated files for all national corporate partners
- Coordinates appropriate thank you/recognition for corporate sponsor contacts

- Responsible for any follow-up with corporate sponsorship contact and maintaining a positive relationship with contact throughout the year.

Season of Wishes Holiday Campaign:

Season of Wishes is the chapter's holiday campaign that gives local businesses, individuals, clubs and organizations an opportunity to support Make-A-Wish during the holiday season. The campaign includes an end-of-the-year direct mail appeal and local and national promotions that raise money for Make-A-Wish.

- Responsible for achieving the annual budgeted revenue goal for the Season of Wishes holiday campaign.
- Coordinates region's end of the year direct mailing
- Solicits and secures partners to raise money for Make-A-Wish during the holiday season through wish star sales, give-back events, personal/company fundraising pages, and in-office fundraisers
- Writes and submits grant requests to local foundations, corporations, and organizations.
- Other duties as assigned

Competitive Candidates Will Possess the Following:

- Minimum 1-2 years non-profit, sales, marketing, or business development experience
- Successful track record of revenue generation and fundraising through corporate sponsorship and special events
- Self-starter with drive and motivation to meet and surpass budgetary goals
- Proven ability to lead, motivate, and effectively communicate with a committee of volunteers
- Success in cultivating corporate relationships and securing corporate sponsorships for \$1,000 and above.
- Strong volunteer recruitment, training and management experience
- Excellent leadership skills
- A positive, optimistic, and energetic personality
- Exceptional verbal and written communication skills
- Comfortable and confident presentation skills

- Excellent organizational and multi-tasking skills – the ability to juggle several projects at once
- Ability to work evenings and weekends as necessary
- Excellent computer skills; experience using photoshop, illustrator, and indesign preferred
- Ability to work independently with little supervision
- Capable of building and sustaining relationships with a variety of individuals and businesses
- Professional appearance and demeanor
- Flexible and adaptable to change
- Articulate in person and on the phone
- Meticulous attention to detail
- High energy level and “go-getter” attitude
- Reliable transportation and driver’s license
- Bachelor’s Degree (Business or Non-Profit Management preferred) and 1-2 years of experience in sales, business development, marketing or fundraising.