



## DEVELOPMENT MANAGER

The Development Manager helps fulfill New Life Family Service's mission of assisting clients in life-affirming decisions with the love and compassion of Christ by growing and implementing development strategies and systems that expand and deepen relational contact with individuals, families, businesses and foundations who support the mission of New Life and by planning and executing activities that generate growing financial organizational support.

### REPORTS TO

Executive Director

### POSITION RESPONSIBILITIES

- **MANAGEMENT:** Provide inspiring leadership and direction for the Development team, directly supervising the Church Relations Coordinator, Rochester Development Coordinator and Events Coordinator. Plan for and co-lead monthly marketing and development meetings with Marketing Manager.
- **DEVELOPMENT STRATEGY:** Construct and implement the overall, comprehensive development strategies and plan for the organization in conjunction with the Executive Director. Develop strategies and set necessary systems to identify prospects. Cultivate donor relationships and move donors closer to the organization and their passion area within the organization. Develop and grow the regular giving (Life Sustainers) program.
- **DONOR CONTACT:** Connect with individuals, families, businesses and foundations through phone, email, and face to face meetings. Maintain and execute system to thank donors who give at all levels.
- **DATA MANAGEMENT:** Gain knowledge of the donor database. Work with Accounting to pull reports on a regular basis that monitor, track, and analyze donor activity. Make strategic decisions based on that information.
- **LIFE SUSTAINER/PARTNER PROGRAM:** Maintain data for the annual Life Sustainer program. Create communication content associated with the program and develop a yearly communications plan in conjunction with Marketing Manager. Plan and implement Life Sustainer events associated with the program, with the assistance of the Executive Assistant.
- **CORPORATE SPONSORSHIP PROGRAM:** Solicit and grow the corporate sponsorship program. Oversee and/or execute the tasks needed to maintain the program and relationships with our partners.
- **COMMUNICATIONS:** Work with Marketing & Development team to develop a yearly calendar for appeals, newsletters, and any other materials going to the donor base. Responsible for segmenting mailings, letters, and communication pieces. Work with Executive Director on donor and event related messaging. Work with the Marketing Manager to execute mailings, website, and social-media messaging related to donors.
- **PLANNED GIVING:** Develop/maintain and grow strategy and plan for planned giving.

### POSITION QUALIFICATIONS

- Bachelor's Degree in Development, Fundraising, Communications or related field.
- Five years of development experience.
- Excellent oral and written communication skills.
- Ability to be self-directed, as well as manage others, and demonstrate leadership capabilities.
- Proficiency in Microsoft Office-based software.



**OUTREACH**

Attend all New Life fundraising events. Attend and assist in additional outreach and marketing events as needed directed by the Executive Director.

**SELF-DEVELOPMENT**

Participate in appropriate workshops and training sessions and ensure continuing education requirements are met.

**CORE VALUES/COMMITMENTS**

- Demonstrated faith in Jesus Christ.
- Agrees with and adheres to Transform Minnesota Statement of Faith, Core Values, and Code of Conduct.
- Exhibit strong commitment and dedication to the sanctity of all human life.
- Exhibit strong commitment and dedication to sexual purity.
- Be able to express a clear understanding of the inner workings of a pregnancy care center.
- Demonstrate strong interpersonal and administrative skills.
- Exhibit strong organizational skills and the ability to manage multiple responsibilities at once.
- Exhibit ability to respect client and donor confidentiality through the safe-keeping of related information.

**DIRECT REPORTS**

Church Relations Coordinator  
Development Coordinator  
Events Coordinator

APPROVED BY: \_\_\_\_\_

DATE APPROVED: \_\_\_\_\_

REVIEWED BY: \_\_\_\_\_