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### Mission

Our mission is to leverage the power of food to end hunger and build healthier communities.

### Vision

We believe that the fight against hunger and the fight against poverty are one and the same. We envision a future in which food is recognized as a human right and every person is able to feed themselves and their families in dignity. Together, we work to create a more nourished, prosperous region.

### Values

Our core values define who we are and how we work with our communities. Foodlink & our team members

**Compassion** - treat all with dignity & respect; build kinship with those we serve

**Innovation** - say yes; avoid complacency risk failure in the pursuit of ending hunger

**Collaboration** - build a shared vision, create synergies, maximize resources

**Agility** - respond urgently to the ever-changing needs of our community

**Stewardship** - maximize the impact of every dollar, donation and asset

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**Job Title:** Development Officer, Annual Giving

**Revised:** June 2021

**Department:** Marketing & Development

**Reports to:** Director of Development

**Status:** Full-time, Hourly, Non-exempt

### SUMMARY

The Development Officer, Annual Giving is an integral part of Foodlink Development & Marketing team. The position is responsible for the strategic execution and management of a comprehensive annual giving program, including a coordinated matrix of communication and solicitation strategies—all focused on shaping a sustainable source of philanthropic revenue and future engagement. We are looking for someone with creativity, knowledge of development best-practices, and excellent interpersonal skills to help build Foodlink's future. This person will contribute to and implement the annual fundraising strategy & plan, in partnership with the Director of Development. The plan will include direct mail, recurring giving, and peer-to-peer tactics. They will work collaboratively with members of the Marketing & Development team to provide event, volunteer, and community engagement support as needed.

### KEY RESPONSIBILITIES

- Project-manages the planning and implementation of annual mail and email appeals, with a high degree of customization, emotion, and donor-centric best practices
- In partnership with the Director of Development, implements direct marketing strategies for donor segments including annual, mid/major, recurring, and planned-giving
- Works in collaboration with Director Development, Chief Marketing Officer, Communications Manager, Graphic Designer, Development Assistant, and direct mail vendor
- Analyzes donor giving patterns to increase donor retention, upgrades, and conversion rates
- Works with the Director of Development to coordinate and track stewardship strategies for donor segments
- Provides tours and engage donors in meaningful engagement activities at Foodlink as needed/requested
- As a team, achieves weekly, monthly, and annual outreach and revenue goals; documents interactions and appropriate donor information in Giveeffect CRM

- Generates reports and data analysis on progress toward fundraising goals and donor research/prospecting
- Completes all other tasks as assigned by the Director of Development

#### Preferred candidates will have:

- Bachelor's degree and 1-2 years' experience in nonprofit fundraising or equivalent combination of education and experience
- Strong self-motivation and the ability to work on a team
- Ability to set goals strategically and oversee execution
- High level of discretion and ethical approach to fundraising
- Ability to organize and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines
- Experience deploying creative content through online, print, and email tools
- Strong analytical thinking and problem-solving skills
- Excellent written and verbal communication skills
- Experience with Windows-based software, including use of the internet and advanced working understanding of Microsoft Office suite including Outlook, Word, Excel and Teams; Google suite; Email marketing software such as Constant Contact.
- Comfort with CRM/database management
- Flexibility to attend occasional evening and/or weekend meetings and/or events
- Fluency in English required, knowledge of Spanish helpful
- Passion for the advancement of Foodlink's mission and a commitment to Foodlink's core values: Compassion, Innovation, Collaboration, Agility, Stewardship

We are actively seeking diverse candidates for this position and encourage applications from candidates of color.

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#### SALARY AND BENEFITS

This is a full time, year-round position, hourly position starting at \$18-\$20/ per hour depending on experience. Foodlink covers 100% of individual health and dental insurance with the ability to acquire family coverage with pretax dollars. In addition to generous paid time off (PTO), we observe 14 paid holidays throughout the year. Opportunity to contribute to a 401k retirement savings plan upon hire. Eligible for generous employer match after 1 year of service.

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#### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is frequently required to use hands to handle or feel items such as documents. The team member is occasionally required to stand, walk and reach with hands and arms. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.

#### Work Environment

The work environment characteristics described here are representative of those a team member encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet *Note: The above description is illustrative of tasks and responsibilities. It is not meant to be all-inclusive. Employees will follow other instructions and perform other related duties as required.*

***Everyone is welcome here! Foodlink is an equal opportunity employer. All applicants will be considered for employment without regard to age, race, color, religion, sex, sexual orientation, gender identity, national origin, genetics, veteran, or disability status.***