



IMAGE COURTESY OF THE CITY OF SEATTLE AND JAMES CORNER FIELD OPERATIONS



## Donor Stewardship Manager and Philanthropy Writer

Over a decade in the making, Waterfront Seattle is a once-in-a-generation opportunity to fulfill the public's vision for our city's waterfront: beautiful public spaces for all, a salmon-friendly seawall, and year-round activities for culture, education and fun. Seattle's future waterfront will be a lively mixing ground for our community while nurturing our nearshore environment.

Friends of Waterfront Seattle ("Friends") is the City of Seattle's nonprofit partner responsible for helping to fund, build, steward and program the Waterfront Park—today and into the future. In addition to raising funds to support park construction, Friends will manage the programming and operations of the future Waterfront Park through a joint delivery partnership with Seattle Parks & Recreation.

Friends is seeking a skilled development communications and stewardship professional with a background in persuasive writing, editing, and project management. The Donor Stewardship Manager/ Philanthropy Writer will be responsible for: 1) creating and implementing a comprehensive donor communications, stewardship, and recognition program to support fundraising goals and activities for Friends' \$200M Campaign for Waterfront Park Seattle; and 2) serving as a principal storyteller for Friends, writing and developing persuasive cultivation, solicitation, and stewardship communication materials for individual and institutional constituents, and helping create excitement and drive donor engagement for the Campaign and Friends.

### ROLE RESPONSIBILITIES

Below is a summary of key role responsibilities. Additional responsibilities may be assigned as needed.

#### Donor Stewardship

- Support Campaign leadership by consistently promoting positive and mutually rewarding interactions with and recognition of donors at all levels.
- Assist gift officers and Campaign volunteers in developing meaningful cultivation and engagement activities for donors and prospects.

- Manage stewardship and recognition programs for our highest-level donors, providing excellent relationship management and prompt follow up.
- Plan and implement donor cultivation and stewardship events such as house receptions, site tours, fundraisers, and galas; help identify and cultivate potential new event hosts and sponsors.
- Collaborate with team members to ensure the timely and accurate completion of routine work such as gift acknowledgements, cultivation mailings, event invitations, etc.
- Working with the Executive Director and Campaign leadership, manage and regularly update donor recognition opportunities. Work with donors to ensure they are satisfied with recognition plans and execution. Oversee development and placement of recognition/tribute signage.
- Assist frontline fundraisers with the strategy and creation of personalized written correspondence (proposals, appeals, gift acknowledgements, impact reports, etc.) for prospects and donors.
- Field inquiries from donors about their gifts, acknowledgements, and gift documentation and demonstrate exemplary customer service in all exchanges.

The Donor Stewardship Manager/Philanthropy Writer is a key member of the Fund Development team and works in collaboration with gift officers, marketing and communications, operations and programs, the Executive Director, and volunteer leadership to showcase the Waterfront Park project and ensure consistently aligned messaging.

### **Philanthropy Writing**

- Work with executive leadership, gift officers, project and program staff to conceptualize, create, and refine communication materials for fundraising purposes, including:
  - Monthly donor/constituent e-newsletter;
  - Proposals and reports for principal and major gift prospects/donors;
  - Concept proposals, cases for support, programmatic write-ups, one-pagers, etc.;
  - Acknowledgement letter templates, including monthly updates;
  - Annual Fund and membership online and direct mail appeals;
  - Personalized letters and other forms of communication from the Executive Director, Chief Philanthropy Officer, and Campaign leadership;
  - Other donor cultivation, solicitation, and stewardship pieces, as directed.
- Serve as a thought partner to frontline fundraisers to develop and refine strategic messaging and communications for donor cultivation, solicitation, and stewardship.
- Develop standardized messaging and template materials and maintain centralized resources for philanthropy communications.
- Manage Fund Development's communication projects from inception to delivery, coordinating with Friends' marketing/communications team members as needed to help ensure consistent messaging organization-wide.
- Track and analyze online and direct mail appeal responses to inform subsequent efforts and achieve greater impact.
- Oversee occasional donor satisfaction surveys; review and analyze results to guide better stewardship practices.

- Complete other projects as necessary, as programmatic responsibilities and writing assignments may shift.

## **SKILLS & COMPETENCIES**

- Superior interpersonal and listening skills and the ability to translate insights gained from donor interaction or through frontline fundraisers into highly tailored written communications.
- Professional credibility, intellectual depth, maturity, sound judgment, and the ability to develop and maintain long-term relationships with high-level donors and volunteer leadership.
- A can-do attitude and the ability to manage stress effectively.
- Demonstrated ability to research and access information about individual and institutional donors through online sources and personal contacts.
- Excellent time management skills, with the ability to manage multiple projects simultaneously, meet deadlines, and deliver quick turnaround in an environment demanding high energy, attention to accuracy and detail, discretion, flexibility, and superior work.
- Ability to handle sensitive information in a confidential manner and to tactfully handle stressful situations, negotiate and resolve conflicts, while observing organizational protocols.
- A creative and resourceful problem-solver, eager to take initiative to handle requests and resolve issues quickly with minimal supervision.
- Ability to work collegially in a diverse and collaborative environment and help ensure coordinated, integrated, and efficient workflow.
- Demonstrated ability to deliver culturally competent services and to work effectively in cross-cultural situations.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

## **QUALIFICATIONS**

- Bachelor's degree and/or equivalent experience.
- Minimum of 3 years of relevant fundraising, donor communication, and stewardship experience, preferably in an educational, cultural, or environmental nonprofit organization.
- Substantial experience writing clear, logical, persuasive communication materials for fundraising, marketing, or advocacy purposes, as reflected in a robust portfolio of newsletters, proposals, appeals, reports, briefs, etc.
- Proficiency with Windows-based software (Word, Excel, PowerPoint); experience with Salesforce CRM a plus.
- Some travel and weekend work may be required.

## **ORGANIZATIONAL VALUES**

Friends is an ambitious organization that welcomes diverse qualified team players who, like all members of the Friends team, possess a “do all jobs” mentality and strive to achieve excellence in all tasks. Friends offers team members the opportunity to take on significant responsibilities on multi-disciplinary projects in a congenial work environment. While Friends is a 501c3 nonprofit organization, Friends’ culture is more akin to a start-up with an entrepreneurial spirit.

Friends is committed to equal employment opportunity and the same inclusive, diverse, and multi-cultural atmosphere that we envision for the future Waterfront Park. This position is open to all qualified candidates and people of all backgrounds, communities, and cultures are encouraged to apply.

## **COMPENSATION AND BENEFITS**

The Donor Stewardship Manager and Philanthropy Writer position is a full-time, exempt position offering an annual salary of \$70-\$75,000, based on experience. Vacation, health care and dental coverage, and transit pass are paid by the organization. The position is able to participate in a defined contribution retirement plan with 3% match by the organization.

## **TO APPLY**

Send cover letter and resume to [careers@waterfrontparkseattle.org](mailto:careers@waterfrontparkseattle.org). If you need assistance and/or a reasonable accommodation due to a disability during the application or recruiting process, please note in your submission.

Applications will be accepted until December 31, 2020, with hiring date anticipated in mid-January, 2021. Only applicants selected for interviews will be contacted.