Database and Campaign Operations Manager

Status: Full time, exempt
Reports to: Director of Philanthropy

Overview
Friends of the San Francisco Public Library ("Friends") is a diverse community of individuals, families and institutions who are passionate about our public library system and the role that it plays in fostering a thriving community. Friends champions free public access to information, resources, and opportunities for all people. Our mission is to strengthen, support and advocate for a premier public library system in San Francisco.

This role is an exciting opportunity for an emerging development leader to gain broad experience in in all aspects of individual and institutional development operations that support annual giving and campaigns.

Summary
The Database and Campaign Operations Manager serves the mission of Friends as a key member of the Advancement Team responsible for all aspects of fundraising operations, including database management, back-office operations, campaign production and event support. The Database and Campaign Operations Manager will oversee the key technology platforms that the department relies upon.

RESPONSIBILITIES
Database Management

- Manage all aspects of Raiser's Edge and Raiser's Edge NXT donor database, acting as overall database administrator
- Act as ambassador for Raiser's Edge on the team, identifying new ways to leverage the platform to achieve goals and improve efficiency
- Manage accurate coding, gift entry and acknowledgement process for all gifts (outright, stock, DAF, Bequest, event ticket sales, etc.)
- Produce regular weekly, monthly, and ad hoc fundraising reports
- Build and maintain all appeals and campaigns in database with proper cod
- Assess data hygiene and lead data clean-up projects
- Execute global changes in RENXT, transfer constituents between fundraiser portfolios
- Build donor pages in Luminate, manage large gift notifications, update autoresponder text
- Create event registration forms in Luminate and Online Express, provide JavaScript or URL to Communications team
- Import and export constituent and gift data between RENXT and Luminate via ImportOmatic, manage and modify ImportOmatic configurations as needed

Operations

- With support from Director of Philanthropy, refine or design, and document, donor processes and workflows
- Manage reconciliation of fundraising database with Finance
- Manage the processing of "thank you" efforts and gift acknowledgments
- Maintain pledge process, including pledge reminders; send invoices, as needed
- Manages accurate donor listings for all communications channels – online, annual report, special appeals, and invitations
- Support production of Friends' signature events: Library Laureates and the Mary Louise Stong Society Breakfast. Prepare analyses of past donors and sponsors to support forecasting and prospecting

Appeals and Campaigns

- Maintain timelines with roles and responsibilities for annual fund campaigns
- Manage donor segmentation and prompting, generate mailing and email lists
- Support team in building email campaigns and audiences in Luminate
- Provide written support on appeal letters, write custom acknowledgement letters and text for Luminate autoresponders
- Oversee and provide count for ordering of campaign materials, envelopes, letterhead, and swag items for each donor circle
- Manage, organize, and send all electronic materials to mail house, oversee delivery of physical materials to mail house

Teamwork & Collaboration

- Actively participate and contribute fully as a member of the Advancement Team
- Support the Director of Philanthropy on Board and Advancement Committee meeting preparation and management
- Partner with the Communications Team to plan and execute donor communications, in direct mail, online, social media, etc.
- Provide Director of Philanthropy, Executive Director and Special Gifts Officer with donor data and reports to support their donor relationship management
- Join the team's 'day-of' events efforts
- Follow all policies specified in the Friends' Personnel Handbook, Volunteer Handbook, and all employment laws

REQUIREMENTS:

- Minimum of 3+ years in Development roles required
- Two years of experience, and proficiency with, Raiser's Edge NXT required
- Experience in Blackbaud Research Point or Wealth Engine a plus
- Exceptional administrative and organizational skills and an ability to prioritize and multi-task
- Experience with CRMs and/or donor data management required; familiarity with nonprofit donor tracking systems, best practices, and reporting

- Strong interpersonal skills and the ability to work well independently and collaboratively, including in remote environments required

- Strong written and verbal communication skills, including grammar, spelling and editing

- Must be comfortable with prioritization in a fast-paced environment with close attention to detail and accuracy

- Experience with digital fundraising strategies and social media as a means of acquiring new donors

- Proficient in Microsoft Office suite; functional skills and understanding of Raiser's Edge NXT, and other Blackbaud products and applications, including Wealth Engine and Luminate, preferred

- Ability to fulfill physical requirements of job duties (lifting, carrying, pushing, pulling, typing, phones, etc.)

Compensation: $60,000-$80,000/year plus a generous benefits package including medical, dental, vision, life, PTO, paid holidays, an 403(b) retirement program.

Submit resume, cover letter, three references and salary requirement to:
employment@friendssfpl.org

We are an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to the fact or perception of their race, creed, religion, color, ancestry, national origin, age, sex, sexual orientation, gender identity, domestic partner status, marital status, disability, weight, height, or AIDS/HIV status.