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# Example of Fundraising Manager Job Description

Our company is growing rapidly and is looking for a fundraising manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for fundraising manager

* Work closely with Director of Digital Strategy & Fundraising and Manager, Digital Strategy & Fundraising to build a multi-channel digital strategy focused on raising funds, increasing constituent donor LTV, and growing the community
* Keep up with the latest digital trends to increase activation and create a better user journey for our audience, through the use and creation of quizzes, pledges, videos
* Own the production of content for digital actions under tight deadlines, including drafting copy for emails, web pages, paid media, and related collateral
* Maintain a digital campaign calendar and coordinate with Programs to disseminate copy and graphical assets for campaigns
* Provide digital design support to the Digital Fundraising & Strategy team including the creation of email graphics social graphics which align with digital trends and best practices
* Write, load, and oversee the creation of emails, while also checklisting emails and associated action pages
* Utilize BSD Tools, to create action pages and oversee the user-journey strategy for each campaign
* Strategically optimize digital efforts for increased performance (both revenue and conversions) through testing and data analysis
* Serve as liaison between the Digital Strategy & Fundraising team and MarComms to ensure integrated campaigns are executed across all channels
* Serve as liaison between the Digital Strategy & Fundraising team and Corporate team to provide content for our partners to promote during large fundraising moments, such as #GivingTuesday, Giving Month, and End of Year

## Qualifications for fundraising manager

* Must be able to work collegially in a face-paced, deadline-driven environment, with insights into how best to support fundraising officers
* Must be an organized and a responsive team player with a good sense of humor
* Ability to honor confidentiality
* Bachelor’s degree in Non-Profit Management, Marketing, Public Relations or related field required
* Under the direction of the Director of Annual Giving, provide management and leadership for fundraising events at St
* Minimum of 5 years progressive responsibility for direct management of fundraising events in a non-profit fundraising organization and demonstrated experience securing underwriting/sponsorship at $5k and above