

# Manager, Individual Giving

## Full-Time Position



### COMPANY OVERVIEW

Tennesseans for Student Success is a statewide network of teachers, parents, community leaders, and volunteers dedicated to supporting, championing, and fighting for Tennessee's students and their futures. We are committed to building on Tennessee's historic gains in education. Having been named the fastest improving state in the nation in education, breaking ACT records, graduating more students on time, and offering early opportunities for success is just the beginning. We work every day to make sure today's students are more prepared and have even more opportunities for success than those who graduated before them. Our organization's efforts, including legislative advocacy, grassroots organizing, and engagement across the state, and issue advocacy to support high-quality public education systems across Tennessee.

### POSITION OVERVIEW

The Manager, Individual Giving (MIG) will build, refine, and execute the organization's individual donor campaigns. The MIG will report directly to the President & CEO and will work closely with the entire leadership team.

The MIG will be responsible for developing and implementing strategies to cultivate a portfolio of current and prospective individual donors; producing compelling donor correspondence and pitch materials; creating and executing a strong operational plan to meet fundraising goals; and managing up to the president and leadership team to cultivate and steward donors, as appropriate.

### MISSION

The mission of the Manager, Independent Giving is to help build a greater understanding of the work of Tennesseans for Student Success, growing individual donor commitment in order to secure larger investments. They will lead the organization's portfolio management functions, leveraging their understanding of people, what motivates them, and how to build relationships with individuals and the organization based on a shared set of values and policy goals.

### RESPONSIBILITIES

#### Cultivation and Stewardships (40%)

- Identify and research data sources to ensure an ongoing pool of potential partners and funders.
- Perform and synthesize research to prioritize and expand our understanding of potential partners.
- Leverage other team members' capacity and subject matter expertise to complete funding opportunity research.

- Ensure the leadership team is cultivating and maintaining excellent relationships with prospects and current donors in the individual giving portfolio.
- Support donor engagement with the president & CEO and leadership team through the preparation of accurate, concise, and thoughtful meeting briefs.
- Draft and review compelling fundraising communications about Tennesseans for Student Success's vision, priorities, and goals for individual giving campaign/portfolio.

### **Portfolio Management & Planning (45%)**

- Develop and constantly refine a theory of barriers and motivations for each prospective partner; know potential funders' profiles and backgrounds, though you may never meet them in person.
- Rigorously track the pipeline of current and prospective donors and drive activities to reach goals (e.g. meetings required per time period, prospective partners identified and contacted, follow-up steps completed, etc.).
- Manage up assertively with the relationship owner who engaged directly with prospective partners and funders; proactively follow up with the relationship owner after all development interactions to get key information and own follow-up activities.
- Prepare the relationship owner for all interactions to maximize effectiveness, including helping articulate what must happen to move the prospective relationship forward.
- Prepare documents, collateral, emails, or talking points for phone calls, etc. for each touchpoint, meeting, or event.
- Prompt the relationship owner to pursue each touchpoint with each prospective funder at the right time.
- In partnership with the leadership team, develop and assist in launching a multi-year strategy for ambitiously increasing the size and number of individual gifts to the organization.
- Manage annual giving campaigns to the organization.
- Research and analyze the interest of donors and prospects to develop compelling pitches, engagement strategies, and stewardship plans.
- Analyze historical and market data to inform revenue goals and benchmarks.
- Plan, manage and execute development events.

### **Development Operations (15%)**

- Track fundraising progress to goal, in part by managing accurate and up-to-date records and data on donors.
- Own and maintain meticulous records of donor engagement through CRM systems or other supporting electronic files.
- Develop and maintain systems to communicate progress to goal and strategies.

### **COMPETENCIES**

**You are an excellent researcher.** You are strategically thorough in the process of gathering information. You can find reliable data on almost anything and enjoy the process of uncovering

new information and increasing others' understanding of a topic. You are able to gather evidence and facts from multiple sources and synthesize them for a wide range of audiences.

**You have an analytical mind.** You have incredibly strong qualitative and quantitative analytical skills and can create or leverage models to help us make political or business decisions or political or business opportunities. You also enjoy organizing data to draw conclusions and sorting information in spreadsheets and/or data visuals for no particular reason. You love a good Excel shortcut.

**You are a proactive and persistent problem solver.** You hold yourself personally responsible for results and are patiently persistent as you follow up and follow through. You find ways to get the information you need to meet your goal. You get the job done and are allergic to excuses. You do not wait to be told what to do. You're adept at laying out a project plan that reflects the organization's expectations as well as the team's skills and then driving the team toward successful implementation, ensuring that key deadlines are met along the way, and navigating unexpected challenges or changes in the environment. You think of the needs of other team members and their projects, constantly anticipating and problem-solving in advance of deadlines.

**You are a "details" person.** Your inbox and hard drive are well-organized, and you can find documents in just a few seconds. You also thrive on organizing others, creating and implementing systems to ensure every moment is well spent. You make sure things don't fall through the cracks. You would be embarrassed to go into a meeting unprepared. You think five steps ahead, anticipating legislator, staff, partner, or stakeholder needs.

**You are a relationship-builder.** You know how to build relationships with a wide range of people - politicians, philanthropists, and organizational leaders alike. You find ways to connect and build trust naturally. You always treat others with respect and are also able to engage authentically to negotiate and compromise (when appropriate) in order to make progress.

**You are commercially savvy.** You have a knack for identifying emergent business opportunities and creating new or expanded political and legislative influence through careful listening and engaging others in shared ideation. You are able to evaluate ideas from both an impact and resource standpoint and to make critical decisions about whether to proceed and how best to do so.

**You embody professional maturity.** You deeply understand the confidential and complex nature of the work and approach stakeholder and partner relationships through this lens. You check your ego and your title at the door. People like being around you. The emotional wake you leave behind is one that inspires rather than demoralizes or deflates. You are a model of professionalism and discretion. You respond to challenges in a positive and proactive way.

**You have mental acuity & sound judgement.** You are skilled at evaluating situations and people quickly. You continuously work to develop an increased understanding of complex

issues. You proactively analyze and make decisions about the next best action even where there is uncertainty or ambiguity. You are capable of critically evaluating personal filters and blind spots and of appreciating the value of multiple, contradictory concepts and frames simultaneously. You are confident enough to act on understanding. You're agile enough to be self-reflective in motion and to incorporate your learnings into your next action.

**You are adept at content creation.** Whether it's a memo to make the case for particular course of action, a PowerPoint deck to summarize the findings and insights of a broad analysis, or building a project budget in Excel, you can start from a blank page and craft a partner-ready product. Past team members and managers marvel at the speed with which you produce near-complete documents. You excel at taking high volumes of seemingly disparate information and weaving that into a succinct and focused work product. Your work products are crisp, aesthetically pleasing, well-organized, and nearly always error-free; you care about the detail and the presentation. Even in areas where you may not be the resident content expert, you're able to develop a thorough enough understanding to take a first pass and meaningfully contribute to producing a high-quality deliverable.

**You are innovative and have an entrepreneurial spirit.** You understand that the only constant in life is change and you are able to adjust quickly to changing priorities or a new direction entirely. You are skilled at taking pieces of the original plan and molding them to the new one, remaining organized even in the face of change. You rise to the challenge of dealing with the unfamiliar, effectively coping and staying calm and composed. You find early-stage efforts invigorating and respond to challenges in a positive and proactive way. You are resourceful, have a creative approach to problem-solving, and believe in the continuous improvement of processes. You are excited to come in near the ground level and build something whose impact (if successful) will last well beyond your lifetime.

## **REQUIREMENTS:**

**Education:** Bachelor's degree required. Graduate-level degree preferred.

**Experience:** At least three (3) years of managing key relationships or experience in development required

**Skills:** Prior development experience and knowledge of Tennessee's business and philanthropic community are highly preferred. A demonstrated ability to produce and deliver clear, concise, formal, and informal oral and written communications. A deep commitment to Tennesseans for Student Success' mission and core values. A belief in an individual, customer service approach to donor management.

**Job Type:** Full Time, Salaried (with great benefits)

**Travel:** Less than 25%.

## **APPLICATION INSTRUCTIONS**

To apply, please send a targeted cover letter, per the instructions below, and a PDF of your resume via email to [brooke@tnsuccess.org](mailto:brooke@tnsuccess.org).

1. Targeted Cover letter and PDF of your resume. Your cover letter must describe a minimum of two experiences detailing how you were able to motivate a group of individuals toward action. This may be in the context of fundraising or in some other context.
2. A writing sample (memo, presentation, or other material) similar to that which may be produced in this job. The sample should reflect your analytical, research, and communication skills.