

# MARATHON KIDS

**Position:** Annual Giving Manager

**Reports To:** Chief Development Officer

**Start Date:** Immediately

**Location:** Austin, TX

**Marathon Kids** is an evidence-based nonprofit with a mission to improve the health of children by providing them the tools, motivation and support to live happier, healthier lives. By partnering with schools, community-based organizations and families to promote physical activity and healthy eating habits, we aim to create long-term behavior adoption through our effective, customizable and fun programming. At the heart of our programming is the Marathon Kids run club, a model uniquely designed for scaling internationally. Through our unprecedented partnership with Nike as their global youth running/walking initiative, Marathon Kids is on a worldwide mission to get kids moving.

The **Annual Giving Manager** will drive all aspects of Marathon Kids annual giving programs, including: online appeals, social media, special events, mid-level donor recruitment, cultivation and membership resolicitation programs. Reporting directly to the Chief Development Officer, the Annual Giving Manager will play a critical role on the development team to meet organizational revenue targets.

**Primary Duties Include (but are not limited to):**

- Lead in the creation, development and implementation of annual giving outreach strategy and marketing materials, including annual report and regularized emails to donor community
- Ensure all mailings, emails and other communications remain on schedule
- Ensure timely and appropriate recognition of all gifts made
- Support the Chief Development Officer in major donor efforts, including but not limited to the creation of appeal materials, prospect research and follow up communication
- Support thought leadership and public relations efforts, including speaking events and story pitching
- Establish a Marathon Kids membership program along with necessary policies, procedures and collateral
- Work closely with the Manager of Partnership Integration to develop strategies that leverage high-profile promotional events alongside corporate partners to increase individual donors
- Manage digital communication pathways and donor communication content in Journey Builder and Salesforce Marketing Cloud
- Supervise the Annual Giving budget
- Serve as liaison with vendors and internal stakeholders to produce donor-centric creative elements

- Work to ensure that branding and messaging is consistent across materials used for recruitment, marketing, training and fundraising
- Actively partner with program, technology and communications teams on strategy, execution and analysis of projects
- Provide monthly reporting and analysis of individual donor response to Chief Development Officer
- Complete ad-hoc projects and assignments as assigned by the Chief Development Officer
- Record calls, emails, and other outreach efforts in Salesforce
- Attend staff meetings and other relevant internal meetings

### **Knowledge & Skills**

- Knowledge of fundraising fundamentals, i.e. prospect identification/evaluation, cultivation, solicitation and stewardship
- Practical knowledge of annual giving operations and understanding of what is required to expand donor and prospect participation
- Ability to think critically, strategically and creatively about the tasks and progress of the annual fund
- Skilled in diplomacy, tact, maturity, discretion and the ability to maintain confidentiality
- Excellent face-to-face, telephone and email communications skills

### **Values & Characteristics:**

- Must be able to take initiative, be a self-starter and be able to work independently
- Ability to maintain professionalism, be flexible and able to handle multiple tasks
- Ability to effectively communicate the mission, values and vision of Marathon Kids
- Passionate about leading a healthy lifestyle
- Personable, adaptable and comfortable in an ever-changing environment
- Ability to perform detailed administrative tasks while connecting tactical steps to the broader context
- Exceptional written and communication skills
- Strong team-orientation

### **Qualifications:**

- Minimum of five years relevant industry experience
- Bachelor's Degree
- Strong project management skills involving simultaneous, multiple work streams
- Experience in providing reports on performance metrics
- Experience extracting and managing data to drive annual gift strategies
- Experience building out and creating documentation of new process and procedures
- Proficiency with Microsoft Office, Google Drive/Docs, and Salesforce

Please email your resume and cover letter to Ray Blue at [ray@marathonkids.org](mailto:ray@marathonkids.org). Your cover letter should (at least) address your development, fundraising, or annual campaign experience as well as other factors that make you an excellent candidate for this role.