



## **Campaign Director**

The Campaign Director will be responsible for creating and executing a comprehensive, strategic, year round fundraising plan for the Jewish Federation of Greater Rochester. The plan will be comprised of goals, strategies and programming that build and engage our donor base, including special affiliate groups. This person will also work to ensure effective administration of annual gifts through acknowledgement letters, recognition of donors, and the delivery of any reports and communications as appropriate.

Through personal visits, this individual will identify, cultivate, and steward meaningful relationships with established and potential donors, seeking and securing gifts for the Campaign, as well as identifying campaign and planned giving prospects.

The position reports to the CEO for the Jewish Federation of Greater Rochester.

**Supervisory Responsibilities:** This position supervises a Director of Philanthropy.

### **Major Responsibilities:**

- Create and manage a comprehensive fundraising plan and appeal schedule for the annual campaign
  - Create and implement strategies to achieve annual campaign goals.
  - Formulate and execute a communications program supporting annual giving
  - Create and manage a multidimensional appeal schedule that utilizes a variety of media to communicate with potential and current donors.
  - Prepare and/or oversee the preparation and publishing of all solicitation mailings, including, but not limited to annual campaign solicitation letters, holiday solicitation letters, and end of year letters.
  - Oversee timely donor acknowledgements including donor thank-you's
- Work with volunteers
  - Develop, maintain, and execute a highly effective and sustainable volunteer component to the annual campaign
  - Develop and implement an annual recognition for annual campaign donors/volunteers, incorporating appropriate staff
- Manage regular reports
  - Preparing weekly, monthly, and other relevant reports as requested by the CEO and Chair of Financial Resource Development
  - Work collaboratively with database manager to reconcile bi-monthly reports and develop custom reports in blackbaud
- Participate in other Federation programs, meetings, and activities as directed by the CEO

**Qualifications:**

- Bachelor's degree required; CFRE preferred.
- Strong managerial, leadership and supervisory skills necessary.
- Demonstrated organizational and communication skills
- Ability to work with and motivate other development professionals and volunteers.
- Ability to work independently and within a team environment.
- Three to five years of fund raising with a track record of success in annual giving.
- Strong experience with word processing, data base and spread sheet systems

**For further information or to submit a resume, contact:**

Jeanine Vendetta

Chief Financial and Operations Officer

[jvendetta@jewishrochester.org](mailto:jvendetta@jewishrochester.org)