

LUTHERAN SERVICES CAROLINAS, INC.
Personnel Position Description

Approved By: Date Issued: 11/12/2012 Date Revised: 2/14/2013

TITLE: DONOR SERVICES MANAGER

DEPARTMENT: RESOURCE DEVELOPMENT

RESPONSIBLE TO: DIRECTOR OF DEVELOPMENT

JOB DESCRIPTION: Responsible for effectively managing donor services for Lutheran Services Carolinas (LSC).

JOB ANALYSIS:

A. Regular duties: The Donor Services Manager will be responsible for recognizing changing dynamics, articulating growing needs, and providing insight and solutions to effectively resolve challenges and implement strategies through the donor database. This individual will take the lead in designing and managing procedures and systems and analyzing data to support the needs of the development function and in creating initiatives that will enhance the donor database and support donor relations. Specifically the Donor Services Manager will:

- *1. Design systems and procedures for data entry and data management that will work most effectively for data retrieval, to include working with development and finance staff to determine and document the business rules and conventions for the database.
- *2. Set up new records, enter gifts, and update contact information.
- *3. Design a system for efficiently producing gift acknowledgements that can be personalized as needed, and participate in the production of acknowledgements as time permits.
- *4. Pull lists for mailings, annual reports, donor rosters, etc.; produce mailings as assigned.
- *5. Pull reports and create custom reports to identify prospects and trends.
- *6. Research and suggest additional ways the donor database can be used, e.g., to support tracking of event attendees, etc.
- *7. Implement database enhancements and upgrades, and alert staff to other potential enhancements that will make current and future processes more effective and efficient.
- *8. Research, recommend, and oversee systems that might enhance online giving capabilities through seamless transfer of data to the database.
- *9. Research and suggest new ways LSC can communicate with donors electronically and provide donors with a better online experience.

- *10. Assist with implementing a segmentation strategy for appeal mailings, e.g., segmenting LYBUNT (last year but not this year) or SYBUNT (some year but not this year) donors.
- *11. Provide routine maintenance and clean up of the donor database.
- *12. Provide continuous training and support for users of the database.
- *13. Attend development meetings to understand development appeals, strategies, and plans.
- 14. Perform other development, public relations, and church relations functions as assigned by the Director of Development.

*Denotes essential functions

QUALIFICATIONS:

A. Education/Certification Requirements:

1. Required:
 - a. 3-5 years experience in database management.
 - b. Ability to communicate effectively and interact with all levels of staff, volunteers, and donors.
 - c. Demonstrated attention to detail.
 - d. Excellent computer skills, including Microsoft Word and Excel.
2. Preferred:
 - a. College graduate.
 - b. Proficient in Raiser's Edge.
 - c. Excellent proofreading skills.

B. Physical Requirements: The following is a listing of physical requirements for the person noted above. Each requirement relates to portions of the accompanying "Job Description" or stipulations of the North Carolina Division of Facility Services:

1. Vision of sufficient acuity to read typed (elite) materials.
2. Hearing ability to understand verbal communication in person or by telephone.
3. Ambulatory throughout all areas of the organization.
4. Able to read and write English sufficient to understand business correspondence and policy statements and write English in complex and compound sentences in past, present, and future tenses using adjectives and adverbs.
5. Able to speak English clearly with appropriate phrases and emphasis, correct pronunciation in proper word order using past, present, and future tenses.
6. Manual dexterity sufficient to operate office equipment.
7. Free of communicable diseases.

C. Equipment Operation: Persons who hold this position should have the knowledge and technical skills to operate the following equipment:

1. Copy and fax equipment
2. Telephone

3. Computer (Word, Excel, Publisher and other programs adopted by LSC)
4. Emergency: equipment shut offs, fire alarm and sprinkler equipment

The information above states requirements for persons who hold the position described. All staff members are additionally expected to fulfill performance and personal standards described in the personnel manual.