



## JOB DESCRIPTION

**Position** : Senior Director, Campaign  
**Department** : Financial Resource Development (FRD)  
**Reports to** : Chief Donor Experience Officer  
**Date** : April 2018

### **Organizational Vision, Mission, and Function:**

The Jewish Federation of Greater Washington is an innovative, mission-driven non-profit organization dedicated to creating a welcoming and inclusive Jewish community for all. Federation identifies and meets community needs to create a strong local Jewish community and strengthen our connection with Jews in Israel and around the world. Federation partners with more than 60 local, national and international agencies, to offer innovative programs and services to all who need and want them. We deliver measurable impact with immeasurable heart.

### **Position Overview:**

Working with the Chief Donor Experience Officer, the Senior Director, Campaign, is responsible for the management of all fundraising and engagement efforts in The Network, Young Leadership and the Community Campaign teams, providing overall strategic direction for increasing donor engagement, donor retention and acquisition of volunteer involvement. The Senior Director realizes Financial Resource Development goals, provides staff direction, focus, management and supervision to The Network, Young Leadership and Community Campaign teams. The Senior Director hires, trains, supervises, and evaluates Network, Young Leadership and Community Campaign professionals, while working in partnership to develop and cultivate volunteers and lay leaders. The Senior Director also ensures collaboration and coordination amongst all divisions of the Campaign.

### **Primary Responsibilities**

- Serve as a strong leader and resource throughout the greater Washington Jewish community.
- Develops comprehensive annual fundraising plans in partnership with the Directors of The Network, Young Leadership and the Manager of the Community Campaign.
- Oversees fundraising events and the development of fundraising solicitation materials and serves as the champion of the Annual Campaign.
- Works in partnership with the marketing and donor relations teams to develop necessary systems and procedures for the operations of the Annual Campaign.
- Serves as relationship manager for an appropriate number of key accounts at the major gift level.
- Initiates endowment conversations and partners with colleagues to create planned giving opportunities within The Network, Young Leadership and Community Campaign.

- Supervises functional divisions of FRD, currently including: Network, Young Leadership and the Community Campaign. Oversees and manages the professionals within these areas of the Campaign department and ensures collaboration and coordination amongst divisions.
- Provides strategic direction to ensure the successful execution and achievement of tasks that directly impact the financial success of the organization.
- Works in partnership with the Chief Development Officer to staff - select lay leadership and implementation of the Annual Campaign.
- Provides professional support to lay leadership to identify, initiate, and develop solicitation efforts, enhance current initiatives and implement fundraising activities.
- Develops and maintains campaign department budget.
- Develops effective strategies for cultivating, soliciting and stewarding prospects, through the relationship based fundraising model to further engagement with the organization.

### **Requirements**

- 5-8 Years experience in annual fundraising and management
- MBA or master's level degree in a related field preferred
- Experience in strategic and operational planning
- First-hand knowledge of the Jewish community, its customs and practices
- Proven track record of success with fundraising systems and prospect identification
- Strong supervisory skills to sustain performance of subordinates, nourish growth, and maintain a mutually supportive working environment
- Proficiency in MS Office Suite, and various electronic communication tools
- Significant experience in management of membership or volunteer operations and working volunteer committees
- Strong donor-relations skills: proven ability in creating strategies to cultivate prospects and channel donor engagement leading to greater charitable support
- Excellent verbal communication skills, to respond effectively and diplomatically with donors, volunteers, community leaders and the general public
- Proven ability to work collaboratively with staff and volunteer leadership at all levels

### **Interested?**

To apply, submit your cover letter and resume to [jobs@shalomdc.org](mailto:jobs@shalomdc.org), using subject line FRD-SRD-2018