



HISPANIC CENTER

of western michigan

Development & Donor Relations Manager

Position Description

This position reports to the Executive Director

Organization

Founded in 1978, The Hispanic Center of Western Michigan mission is “TO UNITE HISPANIC WITH RESOURCES THAT ENABLES THEM TO BECOME SELF SUFFICIENT AND EMPOWERED TO STRENGTHEN WEST MICHIGAN”

We do this through education, economic development and outreach.

For more information, please visit www.hispanic-center.org

Position

Reporting to and in partnership with Executive Director (ED), this position will spearhead development and communication efforts as the Hispanic Center of Western Michigan (HCWM) continues to grow. The Development & Donor Relations will design and implement all agency fundraising activities including annual giving, end of year appeal, major gift solicitation, sponsorship solicitations, agency’s events and other agency related solicitations. This individual will also implement communications strategies through various social media accounts and suggest creative ways to attract more clients and promote the Hispanic Center brand.

Responsibilities

Fund Development

- Establish a Development Committee to create and execute Hispanic Center’s annual fundraising plan to ensure fundraising goals are being achieved.
- Establish a major donor program and manage major donor information and activities. Include Executive Director as needed.
- Develop donor profiles, determine areas of interest, target appropriate ask amounts, and prioritize and evaluate prospects.
- Develop and maintain ongoing relations with major donors.
- Secure sponsorships for Sabor Latino, Festival, Youth Conference, La Gran Posada or any other big projects that require sponsor support.
- Organization and promotion of special events – Sabor Latino, Festival and La Gran Posada.
- Develop all major communications for partners and community such as press releases, donor appeal letters, thank you letters and annual reports, end of year appeal.
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly

- Attend professional development and networking opportunities that would lead to the increase of our unrestricted revenue for the organization.
- Development of committees to support the organization of each event or fundraising strategies.
- Oversee staff responsible for Data Entry and Gift receipts
- Other duties as assigned

Qualifications

- Minimum of a BA, or equivalent work experience.
- Experience working in donor development or fundraising in a nonprofit or educational setting is preferred.
- Demonstrate excellence in organizational, managerial, and communication skills.
- Marketing background preferred.
- Proven experience with social media coordination.
- Expertise in multiple social media platforms.
- Ability to deliver creative content (text, image and video).
- Ability to gasp future trends in digital technologies and act proactively.
- Multitasking and analytical skills.
- Experience with online databases and other sources to locate biographical, financial, and philanthropic information.
- Knowledge of fundraising techniques and strategies.
- Knowledge and familiarity with fundraising information sources and research techniques for fundraising prospect research.
- Must be able to work well under pressure in a team environment, handle multiple assignments, and meet deadlines.
- Ability to work with a diverse group of people with a variety of personalities and educational levels.
- Knowledge on Salesforce a plus.

My signature below indicates I have read and understand this job description

Employee Signature

Date

Supervisor Signature

Date