



## **JOB DESCRIPTION**

**TITLE:** Capital Campaign Manager

**ORGANIZATION:** Whatcom Council on Aging (WCOA)

**REPORTS TO:** Executive Director (ED)

**STATUS:** Full Time, Exempt

**SALARY/WAGE RANGE:** \$80,000 - \$100,000 (DOE / DOQ)

### **THE ORGANIZATION:**

Since 1964, the Whatcom Council on Aging (WCOA) has served seniors in the greater Whatcom and San Juan counties. In partnership with the people we serve, our mission is to offer nutritional, health, social, recreational, and educational programs that promote lifelong independence. Our vision is to provide lifelong empowerment through education, advocacy, and support. WCOA offers comprehensive resources to our region's seniors through key programs such as the Bellingham Senior Activity Center, Meals on Wheels and More, and Bellingham at Home, allowing them to thrive in later years with dignity and self-sufficiency. WCOA has acquired a building and is launching a Capital Campaign to transform it into a new Bellingham Senior Activity Center and construct a commercial kitchen for the Meals on Wheels & More program.

### **SUMMARY OF POSITION:**

The Campaign Manager will be responsible for the day-to-day planning, coordination, and management of the Capital Campaign. The Campaign Manager helps set strategy and executes all aspects of a multifaceted, multi-year, multi-phased campaign. The role entails working collaboratively with the WCOA staff, Board of Directors, and volunteers on various campaign committees and fundraising counsel.

### **DUTIES AND RESPONSIBILITIES:**

- Collaborate with the Development Team and volunteer campaign leadership to continue to create and implement a strategic direction for the campaign.
- Lead the campaign through its various stages – quiet, major gift, and public phase.
- Design cultivation and solicitation strategies for donors at all levels.
- Act as a thought partner for the Executive Director, supporting the development of personalized campaign donor outreach and engagement.
- Organize and update the pipeline of individual campaign prospects.
- Prioritize donors, conduct research, draft donor communications, proposals, donor profiles, and briefing memos for prospective campaign donors.
- Support the volunteer committees by:
  - Assisting in campaign volunteer recruitment,
  - Designing strategy and developing materials and talking points for all committee meetings,
  - Running and conducting follow-up for committee meetings, and
  - Training volunteers for solicitations.
- Manage the execution of appropriate donor acknowledgment, recognition, and stewardship.
- Assist in strategizing and implementing campaign cultivation and recognition events.

- Provide necessary campaign updates and numerical analysis to various key partners (e.g., board of directors, campaign cabinet).
- Continue to build a suite of relevant campaign reports, as necessary.
- Customize existing campaign-related materials (brochures, pamphlets, external communications, update case statement as needed, etc.).
- Manage the design of new campaign materials as needed.
- Develop, maintain, and update the campaign budget.
- Maintain and update a comprehensive campaign timetable and benchmarks.
- Other duties as assigned by the Executive Director.

## **MINIMUM QUALIFICATIONS & EXPERIENCE:**

### **Education & Experience**

- Four-year degree in a related field.
- 3+ years of fund-raising, customer relationship, or project management experience preferred.
- Capital campaign experience preferred.

### **Knowledge, Skills & Abilities**

- Self starter with drive, motivation and proven history of reaching / exceeding goals.
- Excellent interpersonal skills to develop fruitful, sustainable relationships.
- Professional presence with key stakeholders and possess the ability to influence without authority.
- Strong written and oral communication skills.
- Possess excellent leadership and organizational skills
- Must be able to manage multiple priorities and project initiatives at the same time.
- Works well under pressure and possess effective time management skills.
- Strong computer skills in all Microsoft applications (Word, Excel, PowerPoint, Outlook email).
- Working knowledge of donor databases or financial development software.
- Exercise sound judgement with the handling and managing of confidential information.

### **BENEFITS**

- Health and dental insurance.
- Generous paid time off plan.
- Retirement plan - Employer matching after one year of employment.
- Employee Assistance Program (EAP).

The statements contained herein reflect general details as necessary to describe the principal functions of the job, the level of knowledge and skill typically required and the scope of responsibility but should not be considered an all-inclusive listing of work requirements. Individuals may be asked to perform other duties as needed.

It is the policy of the Whatcom Council on Aging to not discriminate in services and employment. The WCOA complies with Section 504 of the Rehabilitation Act of 1973 and Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act of 1990.

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Employee Signature

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Date