

The Menninger Clinic Annual Fund Manager

Employee:

Department: Office of Philanthropy (OOP)

Reports to: Director of Philanthropy, Fundraising and Major Gifts Officer

Mission Statements

The Menninger Clinic's mission is to create a healthy world by excelling in the art and science of mental health care.

The Office of Philanthropy (OOP) engages core philanthropic constituencies to build relationships and partnerships that create resources to support the mission, activities and goals of Menninger.

Our values - Our Ethic

Excellence—The best people doing their best work

Teamwork—Accountable to each other to do our best

Hope—Inspiring people to reach their potential

Integrity—Doing the right thing

Caring—Respect and compassion for self and others

Position Summary

The Annual Fund Manager is responsible for providing strategic direction and management of the Annual Giving Program for The Menninger Clinic. This key position reports to the Director of Philanthropy, Fundraising and is responsible for overseeing and growing a dynamic annual fund program that sustains and increases general operating support and unrestricted revenue to advance key mission areas for The Menninger Clinic. Major responsibilities include:

- evaluating and expanding the current direct mail and online giving campaigns
- planning, strategizing, and implementing best practices to acquire, renew and upgrade donors
- building the monthly sustainers, employee giving, and tribute giving programs
- growing the pipeline of Annual Fund donors to expand the major gifts and planned giving base of support

In partnership with the Director of Philanthropy, Fundraising and the Office of Philanthropy team, s/he will help develop new strategic initiatives to augment philanthropy at all giving levels.

Core Competencies**1. Self-Management**

- Self-development – Pursue learning and self-development; actively seek feedback; transfer learning into next steps. Communicate importance of learning to group and help others pursue learning opportunities. Solicit feedback from others on performance.
- Self-adaptability – Work in situations involving uncertainty, shifting priorities, and rapid change; deal constructively with mistakes and setbacks; demonstrate flexibility. Adapt unit's strategies, goals or projects to situations. Make longer-term adaptations in response to the situation.
- Self-confidence – Recognize own knowledge, skills, and abilities; respond to challenging situations with confidence; understand limits in self. Make sound decisions despite uncertainties and pressures. View self as change agent or catalyst.

2. Communication

- Listen to others – Listen to feedback and input carefully; demonstrate attention to others; acknowledge and listen to differing perspectives in a group. Encourage listening to input

from other departments, divisions, or units. Mentor others in developing and practicing active listening skills. Be receptive to differing views.

- Oral communication – Express ideas clearly and concisely in groups and one-to-one conversations; create an environment with open channels of communication. Foster a climate that encourages clear, direct, open and accurate information. Communicate information through presentations or speeches. Encourage expression of alternate perspectives.
- Written communication – Convey information clearly and concisely through both formal and informal documents. Adapt a writing style to fit the audience. Refine writing and content to achieve greatest impact. Prepare reports and proposals using standard institutional templates that are clearly understood by the audience.

3. Business Knowledge

- Business acumen – Understand the impact of the job within the institution; have and use cross-functional knowledge to understand interdepartmental connections. Apply best practices and analyze impact on all parts of the institution.
- Technical expertise – Demonstrate technical proficiency required to do the job; possess up-to-date knowledge in the profession; provide technical expertise to others. Play a role in the advancement of the profession. Publish or present on cutting edge technical issues. Hold others accountable for technical excellence.

4. Thinking

- Analytical – Gather relevant information systematically; break down problems into simple components; make sound decisions. Analyze systems external to the institution. Use analyses to make plans and decisions for the institution.
- Innovative – Approach problems with curiosity and open-mindedness; offer new ideas, solutions and/or options. Use group problem solving skills to approach problems. Create or sponsor processes that promote change. Enlist others to pursue new initiatives.
- Strategic thinking – Define strategic goals and issues clearly; apply broad knowledge and experience when addressing strategic issues; foresee obstacles and opportunities relating to change or improvement. Align unit strategically with the institution. Be aware of latest industry trends as they affect unit strategies.

5. Interpersonal

- Inspire trust – Show consistency among principles, values, and behavior; gain the confidence and trust of others. Encourage a high-integrity environment. Model principled and ethical behavior consistent with institutional core values.

Key Functions

Responsibilities

1. Achieve fundraising goals – individual, team and organizational – and meet OOP metrics.
2. Oversee annual giving strategies and the management of annual giving projects, including direct mail, donor stewardship, and online solicitations.
3. Responsible for guiding annual giving communications, topic planning and creating initial drafts of all annual giving materials. Includes overall project management topic and segment direction in collaboration with the Senior Manager of Donor Communications related to direct mail, email, phone, giving days, stewardship, and impact reports.
4. Track, monitor and analyze annual giving appeal and stewardship communications and routinely provide summary and detail reports and analysis by and across channels for donors, volunteers, and senior management. Assist in setting annual goals and regularly monitor annual giving revenue and cash flow projections. This includes managing a work plan and measuring the effectiveness of annual fundraising efforts by agreed-upon metrics. Ensure deadlines and benchmarks are met.

- 5. Contribute to the overall efforts of the Philanthropy team through prospect identification, engagement, and donor acquisition and retention.

Qualifications

- Exceptional communication skills, both written and verbal, with the ability to adapt writing to a variety of platforms and audiences, some understanding of fundraising-specific communications
- Strategic and creative thinking
- Good problem-solving abilities
- Experience with building professional relationships
- Strong leadership and project management abilities
- Experience in a health-related field is a plus
- Flexibility and the ability to work some nights and weekends, as required
- Strong organization skills and highly detail oriented
- Ability to plan, organize, implement, and manage multiple priorities and projects
- Strong analytical skills, including the ability to plan data collection that can inform actions, collect and organize data, synthesize findings, and make data-informed recommendations
- Previous experience in fundraising, volunteer management, or sales with a strong emphasis on communication
- Creative and goal-oriented with the ability to work independently and collaboratively

Education

- Bachelor’s degree in Marketing, Business or related field and 5+ years of experience in fundraising and non-profit sector

License/Certification

- NA

Experience

- Knowledge of local/regional philanthropists and the non-profit community
- Knowledge of the Texas Medical Center and/or mental health
- Strongly prefer experience in working with The Raiser’s Edge database

Populations Served

<p style="text-align: center;"><u>Age Specific</u></p> <p><input type="checkbox"/> Adolescent (13 – 17 yrs)</p> <p><input type="checkbox"/> Young Adult (18-30 yrs)</p> <p><input type="checkbox"/> Adult (18 – 64 yrs)</p> <p><input type="checkbox"/> Geriatric (65 yrs & older)</p> <p><input type="checkbox"/> Nonage Specific</p> <p style="text-align: center;"><u>Treatment Modality</u></p> <p><input type="checkbox"/> Psychotherapy ()</p> <p><input type="checkbox"/> Marital and Family Therapy</p> <p><input type="checkbox"/> Sex Therapy</p> <p><input type="checkbox"/> C BT</p>	<p style="text-align: center;"><u>Disorder</u></p> <p><input type="checkbox"/> Trauma Related</p> <p><input type="checkbox"/> Eating</p> <p><input type="checkbox"/> Substance Abuse ()</p> <p><input type="checkbox"/> OCD</p> <p><input type="checkbox"/> Psychotic</p> <p><input type="checkbox"/> Personality</p> <p><input type="checkbox"/> Other Specify _____</p> <p style="text-align: center;"><u>Other</u></p> <p><input type="checkbox"/> Patient under isolation precautions</p>
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<input type="checkbox"/> Other Specify _____	<input type="checkbox"/> All Populations <input checked="" type="checkbox"/> Not Applicable
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Working Conditions

This position requires:

Working in Office Environment	_____ NO	_____ X YES
Working in Patient Care Environment	_____ X NO	_____ YES
Exposure to harmful chemicals	_____ X NO	_____ YES

Physical Demands

	Time Spent			
	Never 0%	Occasionally 1-33%	Frequently 34-66%	Continuously 67-100%
Standing		X		
Walking		X		
Sitting			X	
Reaching		X		
Lifting/Carrying				
Up to 10 lbs		X		
10lbs to 20 lbs	X			
More than 20 lbs	X			
Pushing/Pulling				
Up to 10 lbs	X			
10lbs to 50 lbs	X			
More than 50 lbs	X			
Use computer/keyboard				X

Disclosure

The statements in this job description are intended to describe the general nature and level of work being performed. They are not intended as an exhaustive list of all responsibilities, duties, and skills required. They may be supplemented as necessary.

Acknowledgments

Employee's Signature and Date

Department Head's Signature and Date

How To Apply

To submit an application for this position, please [apply here](#).