



Position Announcement: Donor Experience Manager

About the Position

The Donor Experience Manager is a new role created in a time of significant growth and opportunity for Second Harvest. They will lead a team of two within Annual Fund who run our food drive and donor service programs. This person's priorities will be to:

- 1) Strengthen our stewardship strategies to increase **retention**, learning about our donors and personalizing communications
- 2) Identify, qualify and cultivate mid-level (\$1K+) and major (\$10K+) donor prospects for **upgrades**
- 3) Develop new programs for donor **engagement**, reinvent our virtual food drive program and scale back physical food drives
- 4) Nurture a **culture** of collaboration and accountability

Having acquired over 10K new donors during the COVID-19 crisis, Second Harvest must strengthen our stewardship program to retain as many donors as possible. This individual will learn supporters' motivations and communication preferences through conversations, surveys and data analysis, then lead their team and volunteers in scaling personal outreach so that supporters feel inspired, motivated and loyal to our mission.

Within our growing donor file, the Donor Engagement Manager will find strong mid-level and major individual donor prospects and personally cultivate them to reach their upgrade targets. Working across teams, this person will define our major donor pipeline strategies and processes to help reach the department's aggressive growth goals.

Second Harvest has paused physical food drives to prioritize our crisis response and plans to reintroduce them on a limited basis, focusing instead on virtual food drives. This person will facilitate the team's process for re-imagining our food drive program – clearly defining the long-term vision and short-term goals, engaging key stakeholders to identify and implement new or improved strategies and measuring success along the way.

The Donor Engagement Manager will be a strategic thought partner for the Annual Fund Manager and Director, ensuring that our programs are aligned, our work is being leveraged and our culture is collaborative. This person will lead their team through this time of uncertainty and change with compassion and curiosity.



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This job might be for you if:

- **You take initiative to solve big problems**, developing a deep understanding of the challenge, clearly articulating the issue you want to solve, then ideating and testing potential solutions quickly
- **You build strong relationships** to achieve shared goals and rarely hesitate to interact with other people
- **You are inherently curious** about what makes people tick and jump on any chance to learn from supporters or about your team
- **You are an exceptional coach** and manager who sets expectations that develop people's strengths, provide opportunities for growth and hold people accountable
- **You understand how to leverage technology** to build a modern fundraising program with individuals and groups
- **You can synthesize complex information** so that donors clearly understand their impact and are motivated to increase their support
- **You geek out on measuring success** of new and existing programs
- **You can mobilize volunteers** to increase the size and impact of your team

Qualifications

- Seven or more years of experience in fundraising, sales or customer success management
- Experience leading, developing and growing fulfilled teams
- A demonstrated understanding of moves management
- Experience with peer to peer fundraising and platforms is a plus
- Exceptional written and verbal communication skills
- Strong project management skills
- High emotional intelligence

Position title:	Donor Experience Manager
Reports to:	Director of Annual Fund



SECOND HARVEST
of SILICON VALLEY

Donor Experience Manager

Location:	Second Harvest of Silicon Valley, Cypress Center 4001 North First Street, San Jose CA 95134
Compensation:	Full-time. Competitive salary commensurate with experience. Generous health benefits program, Flexible Time Off, ten paid holidays, and excellent retirement plan.

EOE

We are an equal opportunity employer and encourage applications from diverse and under-represented groups.

[CLICK HERE TO APPLY](#)