



## JOB DESCRIPTION

**TITLE:** Annual Campaign Director  
**DEPARTMENT:** Advancement  
**FLSA STATUS:** Exempt

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### Annual Campaign Director

#### Job Brief

The Annual Campaign Director will be responsible for the creation and execution of an integrated resource development strategy toward JEWISHcolorado's \$7.2 Million Annual Campaign (campaign goal for FY2022). This professional will play a key role in the organization's development efforts to identify, cultivate, solicitate, and steward annual campaign, major, and corporate donors, including JEWISHcolorado constituents and stakeholders, the board of directors, lay leaders, and key individuals in strategic Front Range and mountain communities.

#### Who We Are?

JEWISHcolorado (Jco) is the result of a merger of three historic Colorado organizations: Allied Jewish Federation of Colorado, the Colorado Agency for Jewish Education (CAJE), and the Jewish Community Foundation of Colorado. Their legacies live on in JEWISHcolorado's three primary areas of work. Through our educational programs, Jco furthers the transmission of timeless knowledge, education, and values. Our grantmaking programs infuse significant resources into the local, national, and global Jewish communities.

#### Our Vision

JEWISHcolorado envisions a thriving, diverse, and dependable Jewish community, one in which people feel connected to one another, to the people of Israel, and to Jews around the world. We build that community by providing pathways for Coloradans to connect with each other and the Jewish people, locally and globally, and by mobilizing resources to enable opportunities guided by our shared values.

#### About the Position

To shine as JEWISHcolorado's Annual Campaign Director, you need passion for fundraising matched by extensive knowledge of this craft. You'll need to balance a practical mindset with a creative business acumen and be able to lead a team of talented individuals to identify opportunities that matter to our constituents and architect and implement solutions so that Jco can meet its annual campaign goals and objectives.

In partnership with the Chief Advancement Officer, as Annual Campaign Director, you will have five key responsibilities:

- 1) Enhance annual campaign's philanthropic capabilities and infrastructure, with a focus on end-to-end, donor-centric solutions.
- 2) Drive growth.
- 3) Work collaboratively with Communications to ensure that our brand and our messaging is recognizable, compelling, and cohesive.
- 4) Work collaboratively with Design Philanthropy to steward annual donors towards multi-year, major and planned gifts.
- 5) Oversee independent contractors in key regional communities to expand the relationship reach of JEWISHcolorado.

While all five of these responsibilities are important, your primary responsibility will be to drive growth, which you will do through two avenues:

- 1) Growing JCOs donor base.
- 2) Increasing revenue per donor through broader and deeper community engagement with the organization, its mission, and programs. Areas of fundraising include: Flagship, Israel & Global Jewry, Women's Philanthropy, Young Adults, Jewish Life & Engagement Program Philanthropy, and Regional Communities.

In this role, you will share and help ensure JEWISHcolorado is communicating our story to the community: why our mission matters, how our position differs from other Jewish and community organizations, and why people—current, prospective, and team members alike—should want to support and be a part of JEWISHcolorado.

**Metrics of success:**

- Total/new Donors
- Donor retention
- Revenue per Donor
- Total campaign revenue

The ideal candidate will bring visionary fundraising leadership, marked by a solid track record of increasing philanthropic support. S/he will execute a long-range strategy for increasing private and corporate philanthropic support, with attention to meeting annual financial targets.

The ideal candidate will have a demonstrated track record in identifying, cultivating, soliciting, stewarding, and securing philanthropic support in a complex environment where the prospective donor constituency is not immediately obvious. S/he will join a culture in which passion for the mission, excellence, transparent collaboration, respect, performance measurement, and accountability are guiding principles.

In addition, the Annual Campaign Director will bring a comprehensive record of sustained high achievement in diverse and dynamically changing environments. This person will possess the professional maturity, stature, and flexibility to build productive relationships and alliances with philanthropic individuals, corporations, and foundations. Moreover, they will have the proven ability to creatively engage and motivate donors and prospects and inspire confidence from internal and external constituencies.

## General Skills

- Direct experience soliciting and cultivating donors at all levels and creating and executing annual campaigns and long-term affinity and alliance programs.
- Proven ability to lead, manage, and hold oneself and others accountable.
- Proven understanding of data analytics, including applicable software and other measurement tools.
- Ability to thrive in a constantly evolving environment.
- Excellent written and verbal communication skills.

## Philanthropy

- Lead in a manner consistent with our vision and mission to foster and increase stewardship, investment and engagement.
- Enhance donor understanding of our mission and increase investment in our work.
- Build replicable processes for stewarding donor prospects, including astutely matching donors based on their areas of interest and our programs and initiatives.
- Lead planning and execution of JEWISHcolorado's approximate \$6.5M Annual Campaign, which supports operations, programs, and grant making.
- Ability to set and achieve strategic objectives and manage annual campaign budget.
- Excellence in organizational leadership and management, with the ability to coach, manage, and develop a high-performance annual campaign team.

## Leadership Development

- Serve as an ambassador and spokesperson for the organization as needed, articulating our mission to constituents, partner organizations, and potential funders.
- Work with the Chief Advancement Officer (CAO) to help ensure lay leaders are engaged in and energized by their association with organization and provide information as needed to laity on donor cultivation and fundraising techniques.
- Collaborate with the CAO to develop and produce regular annual campaign-related communications that synthesize the financial progress and evaluate trends in fundraising activities.

## Desired Qualifications & Experience

- Immersive understanding of the non-profit sector, the Jewish community, the Jewish Federation of North America, and the social impact of fundraising on Jewish organizations.
- Experience with "Moves Management," increasing year-to-year giving and securing large gifts.
- Experience with fundraising events.
- Action-oriented, entrepreneurial, adaptable, bringing an innovative approach to business planning.
- Effective and persuasive communication skills, including an ability to prepare and deliver presentations to diverse audiences.
- Maturity, sound judgment and high ethical standards.
- Analytical, yet creative; humble and empathetic.

**Other Requirements:** This position requires some time out of the office, limited travel, and active participation in programs that occur outside of a traditional work schedule.

**ADDITIONAL JOB INFORMATION**

**Position Type:** 37.5-hour per week; exempt; qualifies for all benefit packages

**Working Conditions:** This job can be physically demanding (which can include travel, bending, reaching, squatting, kneeling, twisting, constant walking, frequent sitting, and maintaining close visual attention to write reports; occasional lifting up to 30 pounds).

**Salary Range:**

This position pays in the range of \$92,000 - \$110,000, commensurate with experience and fundraising track record. Benefits package including health, dental, and vision, 401k matching and long- and short-term disability insurance.

***For more information and to apply: Submit cover letter & resume to [staffing@jewishcolorado.org](mailto:staffing@jewishcolorado.org)***