



ANNUAL GIVING MANAGER

Position Type: Regular full time (exempt)

Reports to: Development Manager

Location: Hurricane, Utah/Zion National Park

Pay Grade: 5

The Annual Giving Manager plays a critical role in the Zion Forever Team, laying the foundation for philanthropic support through leadership over Annual Giving and grassroots momentum. This position will develop, oversee, and execute all strategies related to Annual Giving, including crowdfunding and digital strategies. The Annual Giving Manager is also responsible for interpreting philanthropic data. They lead all written communication with donors including appreciation and IRS tax donation letters. This position also supports signature Philanthropy events.

WHO WE ARE

Zion National Park Forever Project (ZFP), a leader in non-profit public lands partnerships, believes that our employees are our greatest strength. As such, we are seeking a full-time Annual Giving Manager that is committed to our mission as the non-profit partner of Zion National Park, Cedar Breaks, and Pipe Spring National Monuments and providing our staff members with an exceptional brand experience. From the moment of hire, we want our employees to engage in the mission of ZFP and to understand the value of the contribution that each person makes to this important work.

The Forever Project's headquarters are in Zion National Park. The Annual Giving & Grant Coordinator position is located in the philanthropy office in Hurricane, UT.

WHAT YOU'LL DO:

The Annual Giving Manager is responsible for the following:

ANNUAL GIVING PROGRAM DEVELOPMENT & EXECUTION – 60%

- Develop and implement Annual Giving initiatives, including traditional mailed outreach, digital strategy campaigns, and Employee Giveback Programs.
- Helps meet or exceed gift goal outlined for Annual Giving in yearly Development Plan.
- Oversees and executes a series of targeted mailings (from cultivated ZFP mailing lists and acquisition lists).

- Maintains primary relationships with vendors and mail houses and oversees printing and fulfillment for philanthropy mailings.
- Coordinates with Senior Graphic Designer to create standard annual remit and exterior envelopes for targeted mailings.
- Coordinates with Marketing and Communications to design digital messages targeted at building new Annual Giving donors- including monthly donor emails
- Co-creates and executes new strategies for increasing website donations at zionpark.org
- Plays a key role in coordinating with Park Store leadership and team to track, record, and message to cash register donors, including “Adopt” programs.
- In conjunction with the Development Team, engage with partners and local communities to foster brand advocacy and support.

DATA MANAGEMENT & DONOR COMMUNICATION PROCESSES – 30%

- Responsible for running database reports, creating mailing lists by donor category, and running monthly reports for Annual Giving fundraising efforts.
- Notates and manages all communication made with Annual and Major Donors.
- Interprets philanthropic data to inform strategy and tactics.
- Develops and executes all written communication with donors.
- Creates, documents, and sends thank you letters and official IRS tax letters.
- Provides key support for stewardship plans developed by Management.
- Run and interpret monthly and quarterly comparison reports.
- Ensure the health of the database record list by checking for accuracy and resolving any conflicts or disputes.

PHILANTHROPY EVENT SUPPORT - 10%

- Provides critical logistical support for signature Philanthropy experiences, including annual Founders’ Gathering, park events, etc.
- Actively participates in event ideation with other Development team members.

KEYS TO SUCCESS (THE MUST-HAVES)

To be successful in this job, you will excel in these areas:

Hard skills:

- A minimum of 3 years of progressive experience in donor-facing fundraising and campaign development.
- Bachelor’s degree in relevant field preferred but not required.
- Demonstrated philanthropy database or CRM experience required.
- Working knowledge of best practices for donor retention and growth.
- Any combination of education and experience equivalent to the above minimum qualifications.

Soft skills:

- Committed to continual learning and teaching, to the ZFP mission, and to advancing a culture of inclusion in the organization and in Zion.
- Excellent verbal & written communication with a variety of internal and external stakeholders.
- Collaborative, creative, and flexible.
- Highly independent, self-starter who displays initiative in taking on new projects as requested.
- Creative, strategic thinker and open-minded problem solver with a calm and flexible demeanor.
- Able to prioritize, quickly manage multiple projects, and meet multiple deadlines.

WHAT ELSE YOU SHOULD KNOW

We value diversity among our staff. Zion Forever is an equal opportunity employer, and we encourage people of all backgrounds to apply to join our team.

This is a full-time, exempt, benefit-eligible position located in southern Utah. Work will be based in Hurricane, Utah most days. Working from home is flexible on days that in-office work is not required. Housing is NOT available.

Salary is commensurate with experience. ZFP provides a comprehensive benefits package. Following a 90-day introductory period, you will be eligible for a broad array of benefits including vacation and holiday pay, sick leave, employer-supplemented health benefits package including medical, dental, vision, and health savings account (HSA) plan, long-term disability, and life insurance, a 401(a) retirement plan, and discounts in our park stores.

HOW TO APPLY

Well-qualified applicants should send a resume and compelling letter of introduction describing your suitability for the position to Elizabeth Fiala, HR Manager, Zion Forever Project, at elizabeth.fiala@zionpark.org. For questions, contact Elizabeth Fiala.