

**Hospice of Marion County, Inc.**  
**JOB DESCRIPTION**

**JOB TITLE: Annual Gifts Manager**

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**EXEMPT: Yes**  
**REPORTS TO: Executive Director**

**JOB GRADE:**  
**DEPARTMENT: HMC Foundation**

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**JOB SUMMARY:**

Plans, effectively coordinates and implements innovative fundraising activities for annual giving and designated events, continually building relationships with applicable donors. Assists with major gift and planned giving relationships/activities as indicated. Is responsible for regularly soliciting, stewarding, renewing and upgrading donors. Highly interactive with other Philanthropy team members to meet goals of the department and the organization. Duties extend beyond normal business hours.

**ESSENTIAL JOB RESPONSIBILITIES:**

Include the following. Other duties may be assigned.

- Develops, oversees and evaluates the annual campaign by working closely with the Executive Director to set financial and activity goals, timelines and strategies to solicit donors.
- Assists with the ongoing donor recognition programs, events and facilitates the implementation and ongoing maintenance of the Memorial and Honoree program.
- Oversees HMCF social media accounts.
- Works with Executive Director to plan, coordinate and implement all HMCF hosted events, including sponsorship solicitation.
- Distributes sponsorship packets and maintains continuous and timely follow-up in relationships with current and new event sponsors and donors.
- Communicates with Third-Party Event leaders making sure they understand the Third-Party Agreement.
- Serves as a liaison for third-party events, oversees HMC's involvement with Third-Party Events and works to develop and ensure collaborative relationships.
- As appropriate, researches, and evaluates the feasibility of new annual campaign initiatives.
- Oversees the staff and volunteers responsible for event planning and implementation to maximize dollars raised and an increase of organizational awareness and minimizing production costs.
- Collaboratively evaluates effectiveness of fundraising programs and prepares professional reports.
- Works collaboratively with Executive Director, CEO to identify prospective donors.
- In collaboration with Executive Director and department staff, documents the annual fund development plan.
- Oversees activities of any assigned volunteers.
- Ensures high/proficiency/utilization of Donor Perfect software program in accordance to agency implementation.
- Assists to identify new corporate and private funding sources.
- Ensures proper recognition of donors; maintains effective relationships with current and past donors.
- Represents the company and makes presentations at community meetings and events; meets with potential funding sources; develops relationships with key external contacts and other community representatives as feasible.
- Collaborates with MARCOM to develop publicity materials such as brochures, radio advertisements, and other promotional materials.

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- Conducts educational programs to community groups as identified.
- Dedicates on-going attention to personal professional development through trade organizations networks.

### **LEADERSHIP SUCCESS FACTORS:**

- Communication: Expresses thoughts and ideas clearly. Adapts communication style to fit audience.
- Initiative: Originates action to achieve goals.
- Management Identification: Identifies with and accepts the challenges and responsibilities of management.
- Judgment: Makes realistic decisions, anticipates problems, and develops alternate solutions.
- Planning, Organizing and Controlling: Establishes course of action for self and others to accomplish goals; plans proper assignments of personnel and appropriate allocation of resources. Monitors results.
- Leadership: Uses appropriate interpersonal styles and methods in guiding others toward task accomplishment.
- Work Standards: Sets high goals and standards of performance for self and others. Compels others to perform to their highest abilities.
- Tolerance for Stress: Maintains stability of performance under pressure and/or opposition.
- Innovativeness: Generates and/or recognizes creative solutions in work related situations.
- Delegation: Allocates responsibilities effectively and appropriately.
- Performance Evaluation: Consistently and accurately evaluates performance of each team member formally at end of 90 Day Introductory Period and annually, ensuring that evaluations are completed and submitted on time 100% of the time. Provides ongoing feedback and ensure each team member has the tools and resources to exceed performance expectations.
- Staff Development: Continually develops skills and competencies of team members.
- Organizational Sensitivity: Perceives the impact and implications of decisions on the organization.
- Ethics: Models the highest standards of conduct and ethical behavior; adopt a strong position against fraud, abuse, or harassment toward patients, families, employees and volunteers.
- Regulatory Compliance: Educates and monitors team members about their own and the organization's responsibilities.

### **STRATEGIC PLAN RESPONSIBILITIES FOR ALL EMPLOYEES:**

- Participates proactively in improving performance at the individual, departmental and corporate levels.
- Actively sets goals related to the Strategic Challenges and is accountable for meeting goals at annual evaluation.
- Reports to work and meetings at expected times, prepared to work, and adheres to scheduled hours.
- Utilizes work time effectively and completes quality work in prescribed time using appropriate time management skills and resources.
- Provides superior customer service to all internal and external customers.
- Cooperates and functions as a team member within the organization.
- Exhibits flexibility and demonstrates dependability within the organization.
- Demonstrates courtesy and respect when dealing with fellow staff members, volunteers, and customers.
- Demonstrates willingness to accept responsibility and accountability in assigned duties.
- Demonstrates ability to perform in job under stressful situations.
- Exhibits exceptional communications skills.
- Complies with policies, procedures and standard practices.
- Represents Hospice of Marion County Inc. professionally at all times through positive customer interactions, exceptional written and verbal communications and appropriate business attire/personal

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appearance.

- Complies with all Federal, State, and local government regulations, maintaining a strong position against fraud and abuse.
- Adheres to all safety and security policies.
- Maintains the confidentiality of patients, families, colleagues, customers, and other sensitive situations and adheres to all HIPAA policies.
- Uses resources in a fiscally responsible manner.
- Promotes Hospice of Marion County Inc. through participation in community and professional organizations.
- Shares expertise with co-workers both formally and informally.
- Understands, adheres to and promotes the Hospice Mission, Vision, and Values.
- Participates in orienting new employees, volunteers and students.
- Meets or exceeds Quality Improvement Standards and Standards of Excellence in all areas of practice.
- Remains in the service area during emergencies, and as appropriate and/or as scheduled, to work up to, during, and after the emergency to assist in providing quality care to patients/clients of Hospice of Marion County, Inc. If you reside in a mandatory evacuation area and so must evacuate, or if there are any special family needs that need to be accommodated, management must be notified.

### **QUALIFICATION REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Minimum of bachelor's degree in arts or sciences, and 5 – 7 years' experience preferred. in Fundraising, Marketing, or Public Relations; A combination of education and experience may be accepted in lieu of required degree.
- Experience in customer service-related work, sales or community-based activities and social media.
- Knowledge of the local business and philanthropic communities.
- Expertise in Public Speaking.
- Demonstrated ability to multi-task, handling workload, stressful situations, and provide exceptional customer service.
- Must have a Valid Florida Driver's License, maintain current auto insurance coverage and have access to a reliable automobile. Maintains qualification to drive company vehicle.
- Ability to work evenings and weekends as necessary; moderate travel.
- Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures and governmental regulations, as well as documents such as safety rules, operating and maintenance instructions, and procedure manuals.
- Ability to write routine reports and correspondence.
- Ability to communicate effectively verbally and in writing.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to operate a facsimile, copy machines, computers and other common office machines, with working knowledge of MS Word, Outlook, Excel and other software appropriate to positions.

### **PHYSICAL DEMANDS/WORK ENVIRONMENT:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with

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disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; walk; use hands to finger, handle, or feel objects, tools, or controls; stand and reach with hands and arms; to talk and hear. The employee is occasionally required to stoop, kneel, or crouch.

- Must frequently lift/move up to 25 pounds and/or occasionally lift/move up to 50 pounds.
- Frequent mobility in and out of offices and buildings.
- Frequent use of hands and arms to reach, lift, carry and move objects.
- Occasionally works in outside weather conditions.
- Specific vision abilities required by this job include close vision, color vision, and depth perception.
- Noise level in work environment is usually moderate.

**THIS JOB DESCRIPTION DOES NOT CONSTITUTE A CONTRACT OF EMPLOYMENT**