Campaign and Database Manager, Office of Stewardship and Development

Reports To: Director of Stewardship and Development  
FLSA Status: Exempt  
Prepared Date: 2/14/2019

Summary: The Campaign and Database Manager has the overall responsibility for successfully executing various stewardship campaigns, such as the biennial Fruitful Harvest campaign and annual Seminary Fund Appeal. Of equal importance is ownership and overall responsibility for the fund raising database and web-based application, Raiser’s Edge NXT. The Manager is responsible for determining and implementing a uniform system for gift entry and outlines best practices for using data to acknowledge and cultivate donors. The Manager is the lead in keeping and updating documentation on database standards and sharing such knowledge with all who use the system.

Essential Duties:

- **Appeals and Campaign Execution – Fruitful Harvest, Seminarian Fund, etc.**
  - Manage creation, implementation and training for campaign materials, such as:
    - Direct mail appeals, Thank you letters, Reminders/statements, Videos, web content, etc.
  - Coordinate with outsourcing vendors to develop and ensure implementation of appropriate procedures
    - Deluxe, OSV, Elite, MAIL Inc., etc.
  - Coordinate with parish staffs to ensure continued accuracy of rosters/database
  - Create and disseminate appropriate reporting against Campaign Goals
  - Coordinate with Administration on all campaign redemption processes
  - Responsible for preparing and mailing out the monthly Open-Pledge statements
  - Responsible for uploading weekly “House File” to Deluxe

- **Ownership and Responsibility for the Raiser’s Edge (RE) database and application**
  - Bring DOL-IN to new levels of sophistication and success with RE
  - Maintain the database structure, tables, business rules, etc.
  - Provide recommendations, training and support to RE users
  - Responsible for accuracy and cleanliness of the RE database, overseeing all data entry
  - Develop policies and procedures, and ensure that they are implemented across the organization
  - Departmental lead for the integration between RE and Realm
  - Proactive and continuous analysis of RE database, to:
    - Support the needs of appeal, campaigns and key initiatives of DOL-IN
    - Model for donor propensities and suggest donor segmentation
    - Identify donor targets and prospects for key initiatives and campaigns

- **Event Management**
  - Plan and execute events in connection with Fruitful Harvest and other campaign needs
  - Plan and execute, in coordination with Director, Giving Societies events
  - Manage creation and implementation for event materials, invitations, etc.
  - Manage vendor relations for events

- **Administrative**
  - Manage creation and timely execution of yearly tax letters as required
  - Support Administrative Assistant in handling donor record issues with parishes and parishioners
  - Appropriate controls activity along with Administrative staff
  - Perform other duties, as necessary, to assist with the effective operation of the office
  - Promote the teachings of the Church on personal stewardship
Other Duties
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Qualifications: *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.*

Education: Bachelor’s degree in a related area. Knowledge of Blackbaud Raiser’s Edge software is desirable.

Work Experience:
- 3 to 5 years demonstrated success in campaign management, marketing campaigns, database management, CRM, SFA, or similar experience.
- Prefer experience with fund raising/development in the not-for-profit area.

Other Skills and Abilities:
- Sincere and genuine desire to further the Church’s mission within the Diocese
- Well-acquainted with Church documents, Scripture, and resources. Possess respect for and ability to uphold Catholic Church teaching.
- Strong institutional knowledge of the Northcentral Indiana Catholic Community
- Ability to work independently, manage confidential information, manage multiple tasks, coordinate details, and meet deadlines.
- Ability to interact effectively and compassionately with donors and prospective donors in representing the Diocese of Lafayette-in-Indiana and the Lafayette Diocesan Foundation, Inc.
- Strong organizational skills
- Proven ability to meet deadlines
- Strong verbal and written communication skills
- Commitment to and attention to detail
- Respectful replies and responses to pastors, parish leadership, staff and parishioners
- Promote and facilitate respectful resolutions to parish/diocesan and inter-parish conflicts
- Ability to be flexible when faced with changing priorities
- Able to honor and maintain confidentiality.
- Able to pass and maintain diocesan child safety protocol training required.

Physical Demands: *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 disabilities to perform the essential functions.*

- Able to move about the work environment. Able to lift and/or move 10-30 pounds.

Work Environment: *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Occasional travel required. Occasional night or weekends may be required.