



Job Description: Advancement Manager

The Advancement Manager is responsible for leading Misericordia's Advancement Program as directed by the Administrator.

### **Public Relations, Marketing, and Advertising**

- Ensure brand identity and congruency throughout organization.
- Work closely with the Administrator to develop a public relations and advertising plan.
- Design and oversee production of all major print and electronic publications and communications.
- Develop and implement strategies to promote Misericordia's mission to both internal constituencies and the community at large.

### **Resource Generation**

- Manage all strategies and activities for donor cultivation, solicitation and relations.
- Lead fundraising and collaborative partnerships: Design, implement and manage all fundraising activities including annual giving, endowment and capital campaigns, special projects and other solicitations.
- Maintain contact with and develop grant proposals for foundations and corporations.
- Develop and manage a comprehensive planned-giving program.
- Oversee gift processing and information systems ensuring that office systems and technology appropriately support advancement efforts.
- Schedule, manage and conduct regular face-to-face visits with prospects for the purpose of soliciting major gifts and advancing relationships.
- Attend networking events to increase Misericordia's professional network, refine relationship management skills, and enhance Misericordia's outreach and capacity.
- Report regularly to the Administrator on plans, programs, issues and accomplishments.

### **Stewardship**

- Create spirit of gratitude for all gifts of time, talent and treasure.
- Implement recognition programs and opportunities for the expression of thanks.
- Nurture and cultivate all constituent relationships.

### **Requirements:**

- An understanding of and belief in, the mission of Misericordia Nursing & Rehabilitation Center.
- Bachelor's degree or higher from an accredited university or college in Business, Marketing or a related field.
- A minimum 5 years' experience in business, sales, marketing or advancement, with a demonstrable track record of success.
- High level of motivation and ability to achieve goals.

- Organize and establish priorities effectively.
- Ability to develop fundraising and budgeting plans, think creatively and strategically, and to manage multiple areas of activity simultaneously.
- Excellent verbal and written communication skills, experience writing successful proposals, good computer skills and working knowledge of Advancement Database.
- A working style that is self-directed and organized.
- Communicate effectively in both written and oral formats.
- Excellent organizational and interpersonal skills and an ability to write quickly under pressure.
- Strong self-motivation and a team player approach.
- Ability and willingness to work evenings and weekends during special event preparation is necessary.
- Proficiency in Microsoft Excel, Microsoft Word and donor base software. Adobe Photoshop and InDesign preferred.