**Annual Fund Associate (Full-time, Non-exempt)**

**Organizational Overview**:

Opportunity Fund was founded on the principle that a little seed money and the right financial advice can drive permanent and lasting change in the lives of Californians. As California’s largest microfinance provider, and a national leader in the microfinance movement, Opportunity Fund has helped thousands of people make basic yet transformative changes in their economic well-being. By offering microloans to aspiring entrepreneurs, and savings incentives to families and prospective college students, we provide the essential boost to empower individuals to reimagine their futures.

Certified as a CDFI by the U.S. Treasury, Opportunity Fund has a staff of 95 and offices in San Jose, San Francisco and Los Angeles. Since 1994, our team has deployed over $370 million into low-income communities—and we are just getting started. Our vision is that all Californians have access to empowering financial products to improve their lives. To achieve this vision, Opportunity Fund seeks new members for our team who believe strongly in bringing economic opportunity within reach to everyone in our state.

**Position Summary**:

The Annual Fund Associate is responsible for managing and growing the donor base, renewing and upgrading annual support, and strengthening relationships with current donors below the major donor level. The Associate is accountable for managing two multi-channel campaigns, various annual fund giving programs and stewarding a portfolio of donors who contribute less than $1,000 annually. With the support of the Development and Communication team, the Associate develops and implements strategy for direct mail and electronic fundraising, annual fund level communications and cultivation efforts, including events.

**Overall Responsibilities:**

* Manages Annual Fund program including a comprehensive multi-channel campaign in the Fall ($200,000 Goal) and Spring ($100,000 Goal), donor retention and engagement strategy, and monthly giving program.
* Working with the Director of Individual Giving and Director of Marketing, oversees the strategy development, design, and implementation of all direct mail solicitations to increase the number of donors and prospects.
* Manages the monthly giving program, Opportunity Funders, to increase annual participation under the direction of the Director of Individual Giving and in consultation with Marketing Department.
* Executes initiatives to encourage new members to join and existing members to upgrade their giving. Assesses new opportunities to promote and cultivate program participation.
* Works with the Director of Individual Giving to determine solicitation strategies for increased giving opportunities within donors who contribute $500-$999; develops strategic donor recognition opportunities and facilitates the transfer of these donors between programs.
* Coordinates with Database Manager and Development Associate to ensure accurate donor data output and input.
* Writes copy of individual gift acknowledgment and solicitation letters, ensuring proper donor recognition and stewardship.
* Works with Development Associate to plan and implement two to three cultivation and stewardship events annually.

**Qualifications:**

* Bachelor’s Degree or equivalent experience
* Minimum of three years’ experience successfully managing non-profit direct mail and annual fund programs.
* Proven track record of engaging and motivating donors
* Outstanding analytical, creative and strategic thinking skills
* Excellent verbal and written communication skills, exceptional interpersonal skills, strong organizational skills, attention to detail
* Excellent user of office technology and information systems (including Word, Excel, Outlook, PowerPoint) and donor databases (Microsoft Dynamics and/or Salesforce.)
* Demonstrated ability to lead, collaborate, build consensus
* Self-directed with the ability to work both independently and as part of a team
* Ability to multi-task and set work assignment priorities.
* A high attention to detail and strong organizational and project management skills.
* Ability to provide timely response to requests for information, service, and assistance.
* Strong contributor within a team environment with a positive and productive attitude.
* A passion for Opportunity Fund’s mission of advancing the economic well-being of working people.

**Compensation and Office Location:**

* Base salary, dependent on experience
* Medical, Dental, Vision, Life & Disability coverage 100% company funded for employees. Family coverage also available
* Tax deferred 403(B) retirement plan (some employer contribution)
* Paid vacation (increased with tenure), holiday and sick leave days
* Position located at Opportunity Fund’s San Jose office

**To Apply:**

Interested candidates should email a resume and thoughtful cover letter to jobs@opportunityfund.org that includes how you heard about the position and “Annual Fund Associate” in the subject line.

Diverse candidates are encouraged to apply. Opportunity Fund is an Equal Opportunity Employer. www.opportunityfund.org