

**LOS ANGELES REGIONAL FOOD BANK  
JOB AD**

POSITION: Annual Giving Manager  
SUPERVISOR: Director of Annual Giving  
STATUS: Salary/Exempt



**COMPANY**

The Mission of the Food Bank is to mobilize resources to fight hunger in our community. The Food Bank serves more than 300,000 clients on a monthly basis and, in 2019, distributed 81.2 million pounds of food. Los Angeles Regional Food Bank employees are hired because of their skills, and because of their commitment to our mission. This means that each of us, working together, will do all that we can to fulfill our vision that no one goes hungry in Los Angeles County. Our core values include: Respect, Stewardship & Accountability, Collaboration, Urgency, Service, Integrity and Diversity. Our organization is committed to maintaining a positive and engaging workplace for all employees.

**ESSENTIAL FUNCTIONS**

The Annual Giving Manager is responsible for annual giving to the Los Angeles Regional Food Bank, including project management of direct mail and e-solicitations. This role will manage the execution of comprehensive direct marketing and solicitation plans that integrate strategic data segmentation, timely and effective messaging and deployment across multiple media platforms, including direct mail, email and peer-to-peer programs.

The successful candidate will have a strong understanding of nonprofit fundraising or experience with direct marketing in the nonprofit sector. If you are a great communicator who has a passion for their community and fighting hunger, please apply.

**WHAT YOU'LL DO**

**Solicitation Management:** Plan and implement multiple direct mail appeals annually, with a high degree of customization and emotional appeal. Plan and implement multiple email appeals annually, with a high degree of customization and emotional appeal. Manage deployment, tracking and reporting of email appeals in Luminare Online. Work in collaboration with Director of Annual Giving, Development Consultant, Data staff, Marketing & Communications and direct mail vendor.

**Stewardship and Event Planning:** Assist with stewardship efforts, including monthly donor invitations to tour the Food Bank, annual tax letters, impact reports, honor roll and other donor-related communications. Respond

to inquiries from donors, constituents and colleagues about giving opportunities at the Food Bank. Assist Director of Annual Giving with planning and executing Food Bank annual and special events.

**Messaging and Brand Consistency:** Work collaboratively with various stakeholders (colleagues and consultants) to craft language and content that expresses the Food Bank's mission through creative, compelling and informative messaging designed to elicit a direct response. Ensure all materials conform to the Los Angeles Regional Food Bank's standards and practices for visual identity, content and policy and adhere to established standards and agreed upon calendars, deadline and Annual Giving budgeting.

## QUALIFICATIONS

- Three (3) years of experience in nonprofit fundraising and/or direct marketing experience, preferably at an established nonprofit.
- Bachelor's Degree in any area of study.
- Experience deploying creative content through online, print production and email marketing tools.
- Experience using large data sets to inform marketing and fundraising strategy.
- Superior verbal and written communication skills.
- Superb organizational skills and detail-oriented.
- Must be able to manage multiple projects and be able to set priorities, often with competing deadlines.
- Collaborate effectively with the Development team.
- Sound interpersonal skills with demonstrated ability to listen and evaluate opinions, suggestions and recommendations of others.
- Knowledge of Raiser's Edge and Luminare Online.
- Demonstrated computer competency.
- Strong self-motivation and the ability to work as a team member.
- Passion for the advancement of the organization's mission.
- Commitment to the seven values of the organization: respect, stewardship & accountability, collaboration, urgency, service, integrity and diversity.

## BENEFITS

We offer a comprehensive benefits package:

- Medical, dental, vision and flexible spending accounts.
- Employer paid Life Insurance and Long Term Disability.
- 403(b) retirement savings plan.
- Employee Assistance Program.
- Vacation: Two weeks for the first three years.
- Sick Time: Ten days per year.

To apply, please submit cover letter and resume directly to [jobs@lafoodbank.org](mailto:jobs@lafoodbank.org).

As a part of the Food Bank's pre-employment screening process, all potential employees are subject to a  
Criminal Background Check.

Los Angeles Regional Food Bank is proud to be an "Equal Opportunity Employer."