



# **Windham County Humane Society**

## **Job Description**

September 28, Revised RD

**Title: Development/Fundraising Associate**

**Status: Full-time, hourly**

### **Position Summary**

The Associate collaborates with the Executive Director to execute WCHS's communication, marketing, fundraising, and donor-relations activities. The Associate must enjoy working in a mission-driven, results-driven, and community-oriented environment.

The position requires strong written and verbal communication, administrative, and organizational skills. He/she/they must be able to navigate multiple internet-based software applications to ensure donor information is accurately tracked, fundraising appeals/events occur on time, and donors are promptly thanked for their support.

### **Duties, Responsibilities, and Authority**

Per organizational policies, duties include but are not limited to:

### **Donor Database Use & Management**

- Proficient in the donor database (DonorSnap) to accurately enter gifts (including in-kind, sponsorships, pledges, fees, and grants), update records, generate donor acknowledgments, and run/create reports.
- Update donor records with pertinent contact information as needed. Review for duplication of records. Add new constituent records as required.
- Able to create data reports and exports for:
  - WCHS mailings (invitations, special appeals, newsletter, etc.) and direct mail appeal mailings and suppression lists.
  - Evaluate campaign, appeal, or event results using data in DonorSnap.
- Able to set up a campaign, appeal, and batch codes in DonorSnap to track where money comes into the organization. This includes building various forms in DonorSnap.

### **Communications & Marketing**

- Develop and oversee specific sustainable "online" programs or projects intended to secure needed resources for WCHS through partnerships, community, or volunteer engagement/involvement, and alternative funding, including but not limited to in-kind food donation drives or the auto donation program.
- Create on-brand graphics or imagery to accompany appeals, events, projects, and programs for print, website, social media, or other applications (e.g., newspaper ads, t-shirts).
- Create, coordinate, edit, build, and distribute content to support WCHS' programs and initiatives, including appeals, e-newsletters, program alerts, automated/triggered messages, press releases, and event promotions.

- Collaborate and support content creation, editing, and distribution of other donor-centric communications, including appeals, annual reports, grants, business sponsorships, planned to give, etc.
- Update WCHS's website and ensure proper formatting, copyediting, and consistent brand/voice.
- Debug issues that arise with the website's performance (s), including troubleshooting and coordinating with developers and hosting providers.
- Execute and oversee WCHS' presence on all social media platforms (Including Hootsuite, Facebook, Twitter, Instagram, and YouTube).
- Write copy, design support content, and schedule social media posts.

### **Events**

- Develop and execute virtual/online fundraisers like online auctions, 50/50, etc.
- Contact companies for gift cards, auction items, or sponsorships.
- Assist with the Business Sponsorship program, including solicitation and managing deliverables.
- Partner with the Board, volunteers, and staff on WCHS's more prominent fundraisers to ensure their success through planning, logistical support, and being part of the day-of activities.

### **General Operations**

- Provide support and assistance to volunteers.
- Perform other duties as required.

### **Qualifications and Skills**

- College degree preferred.
- 3+ years' related experience.
- 2+ years of CRM database experience required.
- Strong working knowledge of Google Suite, digital communications, social media, and web platforms.
- Knowledgeable of fundraising practices and donor relations.
- Adhere to all organizational policies and procedures and safety standards.
- Demonstrate flexible and efficient time management and ability to prioritize workload.
- Strong commitment to the goals and values of WCHS.
- Consistently report to work on time and prepared.

### **Language Skills**

Ability to read, analyze, and interpret applications/software, user manuals/instructions, and financial and data reports. Ability to respond to common inquiries or complaints from customers, donors, or business community members. Ability to effectively present information to supporters, public groups, and leadership.

### **Computer Skills**

Working proficiency in the various systems (Squarespace, DonorSnap, Constant Contact) and knowledge of payment processing systems like GoEMerchant, WePay, Paypal) to set up giving pages and address gift processing or event registration issues.

Ability to understand and use Microsoft Word, Excel, GMAIL, Facebook, Canva, website, and other social and internet database software.

## **Certifications, Licenses, Registrations**

Valid driver's license and legal USA residency documentation are required.

## **Work Environment**

Work is primarily in an office environment with exposure to animal allergens, high noise levels and zoonotic diseases. Some work occurs outside the office environment at meetings and events. Potential interactions with distressed, angry, or emotional people.

## **Physical Requirements**

- The work requires extended periods of sitting or standing at a desk while using a computer, calculator, or other office equipment.
- Regularly required to sit, stand, and walk; use hands and fingers to handle or feel; talk and hear; reach with hands and arms. Occasionally lift and/or move up to 25 lbs. with or without assistance.
- Must be able to type written communications and enter and retrieve data via computer keyboard and monitor. Must communicate verbally and aurally via telephone and in-person, and in written materials. Requires considerable walking, standing, and moving.
- Varying shifts, weekdays and weekends, and some holiday work may be required.
- Overtime work, as necessary.

## **Applying for this Position**

Please email your resume and cover letter along with your expected hourly wage to [Maya Richmond](#). No phone calls please.

We are an equal opportunity employer and seek individuals who enjoy working with animals in a busy, friendly team environment.