

# Direct Mail Production Manager

## OLV Charities

### **POSITION SUMMARY**

OLV Charities, the philanthropy and support services arm of the OLV Organizations has more than 35,000 donors across the United States and beyond who support our missions through a robust direct mail and e-philanthropy program. Started more than 150 years ago by our founder, Venerable Nelson Baker, our current program consists of approximately 24 mail appeals per year to various constituents. In addition to our annual appeals, OLV Charities develops and executes direct mail acquisition mailings to generate support of new donors; and enhances the overall annual program with e-philanthropy, text to give and social media. The program's goal is to acquire and retain new supporters, deepen existing donor philanthropic interests, and assist in increased support via leadership level gifts, major gifts and legacy donations.

Reporting to the Director of Annual Giving and Leadership Gifts, the Direct Mail Production Manager (DMPM) is well organized, goal oriented, high-energy enthusiastic member of the mission advancement team. He / She is responsible for the execution of a robust and extensive direct mail and digital giving program to maintain and expand our supporters. The DMPM also manages the execution of all e-philanthropy solicitations and episodic on-line campaigns including but not limited to Give 716, OLV Giving Day and Giving Tuesday.

The DMPM manages the direct mail and digital giving schedule, participates in strategy and creative meetings, and executes all stages from strategy to production to successful delivery in mailboxes. In addition, the DMPM will collaborate with other team members to analyze results against budget and adjust as needed to achieve required monetary goals.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Responsible for the management and execution of OLV Charities' direct mail fundraising strategy, including quarterly acquisition appeals to prospective donors, multiple annual appeals to active and lapsed donors and episodic appeals to key constituents.
2. Responsible for the management and execution of OLV Charities' strategic digital fundraising campaigns and appeals, utilizing current best practices and appropriate platforms.
3. Manage a comprehensive strategic annual fundraising calendar which includes general support funding, restricted funding and religiously focused appeals.
4. Collaborate with internal teams to develop strategies and manage production details with outside vendors to acquire new donors through direct mail.
5. Collaborate with internal teams from concept development through to completion. Includes overseeing the creation, production, and mailing of cost-effective direct mail pieces to active donors; digital campaigns; and special appeals.
6. Collaborate with internal teams to strategically segment constituent base to maximize support while controlling costs.
7. Collaborate with internal teams to interpret historical performance of each appeal and makes recommendations on how to improve.
8. Manage production schedules which include key dates for meeting requested production milestones and mail date(s).

9. Manage vendor relationships with skill, fairness, an eye for detail and a sense of urgency. Schedule and manage the in-house and outsourced production.
10. Effectively manage production budgets to maximize ROI.
11. Continuously researches, implements, and communicates innovative production and industry-related ideas and technologies.
12. Communicate updated USPS information and regulations (rate increases, promotions) with internal teams. Enrolls OLV in USPS promotions to manage postage costs.
13. Maintain key performance metrics dashboard.
14. Maintain OLVC's commitment to excellence regarding the quality of the "donor experience".
15. Other duties as assigned.

### **KNOWLEDGE, SKILLS AND ABILITIES**

1. Demonstrated strong time management and organizational skills in scheduling and executing multiple giving channel strategies.
2. Working knowledge of project management, annual giving programs, direct mail, e-philanthropy, text to give and social fundraising campaigns
3. Strong leadership in vendor management, including list brokers, print vendors and electronic software partners.
4. Possesses strong interpersonal skills with the ability to build positive relationships with others.
5. Possesses excellent verbal and written communication skills.
6. Ability to take initiative and problem solve issues creatively and independently to implement solutions.
7. Ability to analyze and interpret data, identify trends, and make recommendations that translate into results.
8. Ability to research information and utilize it for making decisions.
9. Ability to be both an excellent team leader and team player.
10. Ability to use Microsoft Office products, Raisers Edge CRM system preferred
11. Strong project management skills including prioritization, ability to work under tight deadlines while successfully executing multiple fundraising campaigns.
12. Ability to demonstrate OLV Charities' values and mission.
13. Ability to travel to vendor meetings on occasion.

### **EDUCATION AND EXPERIENCE**

1. Bachelor's Degree in a related field (Communications, Marketing, Business, etc.) required.
2. Minimum 3-5 years' experience in project management – experience in fundraising, annual direct mail preferred.
3. Working knowledge of annual giving programs, direct mail, e-philanthropy, text to give and social fundraising campaigns required.
4. Experience in developing and executing e-philanthropy programs preferred.
5. Experience with Raiser's Edge or other CRM system preferred.
6. Experience with utilizing database systems required.
7. Experience in creating and executing strategy required.
8. Knowledge of Catholic faith preferred.

**Pay range:** \$63,000 to \$68,000/year, based on experience

**Email resume and cover letter to:** [olvc-careers@olvcharities.org](mailto:olvc-careers@olvcharities.org)

Or send cover letter with resume to:

OLV Charities

Human Resources Department

780 Ridge Road; Lackawanna, NY 14218